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MESTRADO EXECUTIVO EM GESTÃO EMPRESARIAL**

**EVENT MARKETING – AN INNOVATIVE  
PROMOTIONAL TOOL AND ITS IMPACT ON  
CONSUMER MEMORY AND BRAND AWARENESS**

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Dissertação apresentada ao Curso de Mestrado Profissional Executivo em Gestão Empresarial da Escola Brasileira de Administração Pública e de Empresas para obtenção do grau de Mestre em Administração.

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## **ABSTRACT**

Event Marketing represents a common promotional strategy that involves direct contact between brands and consumers at special events, namely concerts, festivals, sporting events and fairs. Brands have been investing in sponsorship as a means of associating themselves with particular events, essentially with the goal to enhance brand image and brand awareness. Interestingly, the response of consumers to event marketing has not yet been fully understood. This dissertation fills this gap. More specifically, it intends to determine the extent to which sponsoring brands at events favors brand awareness (recall and recognition) and how it relates to brand attitude. Based on three Portuguese music festivals, two studies were conducted to ascertain event sponsorship's impact on consumer memory, notably Brand Recall and Brand Recognition, and correlation with attitudes towards the brands such as familiarity and liking. The key findings of these studies show that recognition is much higher for those respondents who attended the festivals, presenting a score of 73,9%, in comparison with recall, presenting a much lower score of 37,5%. Further, and surprisingly, it suggests that the ability to recall and recognize sponsoring brands is not associated to consumer attitudes towards the brands. Instead, it relates to the time consumers dedicated to these particular events, that is, the number of music festivals attended.

**Keywords:** Event Marketing, Sponsorship, Brand Awareness, Consumer Memory, Brand Recall, Brand Recognition



## RESUMO

Marketing em Eventos representa uma estratégia promocional comum que envolve contacto direto entre marcas e consumidores em eventos pontuais, nomeadamente concertos, festivais, eventos desportivos e até feiras. As marcas têm investido em patrocínios como um meio de associação a eventos específicos, principalmente com o objetivo de intensificar a sua imagem e notoriedade. Interessantemente, as reações dos consumidores relativamente ao marketing em eventos não foi ainda inteiramente compreendida. Esta é precisamente a lacuna que esta dissertação tenciona preencher. Mais especificamente, esta pretende determinar em que medida o patrocínio de marcas em eventos favorece verdadeiramente a notoriedade das mesmas, e a correlação com as atitudes do consumidor. Baseados em três festivais de música Portugueses, foram conduzidos dois estudos com o objetivo de averiguar o impacto do patrocínio em eventos na memória do consumidor, particularmente Brand Recall e Brand Recognition, e a correlação com as atitudes para com as marcas, tal como familiaridade e agrado. As principais descobertas destes estudos, mostram que o reconhecimento das marcas (brand recognition) é mais alto para os consumidores que frequentaram os festivais, apresentando um resultado de 73,9%, comparativamente com a lembrança das mesmas (brand recall), apresentando um resultado mais reduzido de 37,5%. Para além disso, e surpreendentemente, sugere que a capacidade de lembrar e reconhecer as marcas patrocinadoras não está associada às atitudes do consumidor para com as marcas, mas sim relacionada com o tempo dedicado a este tipo de eventos, isto é, ao numero de festivais de música em que participa.

Palavras chave: Marketing em Eventos, Patrocínio, Notoriedade, Memória do Consumidor, *Brand Recall*, *Brand Recognition*

## **1. INTRODUCTION**

### **1.1. Topic Presentation**

Marketers are still looking for new marketing communication tools given the fact that consumers are less and less responsive to Traditional Advertising. In response to this problem, Event Marketing has been growing at a breakneck speed, since it is different from advertising, sales promotion, point-of-purchase merchandising, or public relations, but it generally incorporates elements from all of these promotional tools. It is a form of brand promotion that ties a brand to a meaningful athletic, entertainment, cultural, social, or other type of high-interest public activity (at special events like concerts, festivals, fairs, and sporting events).

Unlike other forms of marketing communications, events reach people when they are receptive to marketing messages and capture people in a relaxed atmosphere (willing, participatory position), thus Event promotions have an opportunity to achieve success. Event Marketing provides a direct communication with the customer and this is one of its main advantages compared to other marketing channels. Contrarily to Traditional Advertising (general television, radio, magazines, billboard messages), Event Marketing targets specific individuals or groups at gathering spots, in an attempt to make quality individual impressions.

Given the increasing use of Event Marketing, this study aims to deepen and further understand this innovative promotional tool, its benefits and implementation process, fitting a brand's overall marketing plan into the personality of each event and tailoring their efforts to best impact each audience (a separate chance to make an impression). In order to accomplish this, the paper will focus on two aspects of event marketing, namely Brand Recall and Brand Recognition, which will help to further understand the benefits that can arise from sponsoring events.

Hereby, it is crucial to note and review concepts such Brand awareness, which is the extent to which a brand is recognized by potential customers and is correctly associated with a particular product, and even Brand Equity, which refers to the actual value of a certain brand. These concepts are worth mentioning mainly because, as this paper will strive to deepen, they can be influenced through Event Marketing in the minds of the consumers. Directly related to Brand Awareness, Recall and Recognition are techniques that search the memory for traces of

awareness of an advertisement or brand, however recognition is a direct technique, while recall, on the other hand approaches the memory indirectly.

## **1.2. Managerial and Academic Relevance**

The response of consumers to Event Marketing has not yet been fully understood, being this matter the gap this paper strives to fill. Even though there is a relatively extensive literature related to event and sponsorship, there is actually limited empirical research concerning the relationship between consumers' attitudes toward a sponsor's brand and their involvement with the area of the event. Put differently, generalization is not possible since Event Marketing can be seen as a theory in a very specific context

This type of study can be particularly relevant since sponsorship and the impact it has on consumer behavior is a relatively new subject and consequently still unmapped area of research. The existent literature also lacks studies about the importance of emotion, involvement and brand association, which are actually part of the process of connection between the consumers and the sponsoring brands. However due to time constraints these variables are only assessed through secondary data.

Regarding its managerial relevance, event marketing is directly connected to both Event Management and Strategic Marketing (managerial realities). Event sponsorship is still a "new activity" for many firms (Cornwell and Maignan, 1998) and many companies are uncertain how the effects of sponsorship activities (McDonald, 1991), and their relationship to other elements in the promotional mix, should be measured. Thus, there are difficulties concerning the measurement of effectiveness of event marketing strategies and consequent outcomes. Despite its recent and growing popularity, event marketing has still to prove its actual effectiveness towards companies' strategic objectives, regarding influencing marketing outcomes effectively and how it can be done. Furthermore, the rising costs associated with sponsorship have also become a reality of concern, which leads corporations to question its cost effectiveness.

The main findings of this paper might support the corporations' strategic decisions, particularly when developing a strategic marketing plan regarding its participation as sponsoring brands in particular events. As Javalgi et al (1994) and other authors mentioned in their writings, event marketing is defined as "the underwriting of a special event to support corporate objectives", which include brand awareness, image enhancement and subsequently

sales. The main purpose of this paper is to primarily assess the veracity of this theory, and subsequently recommend it as a favorable promotional tool.

In brief, the proposed dissertation contributes simultaneously to the development of the theoretical framework and annotation of event sponsorship related managerial actions. With no intention of exhausting this matter, “*Event Marketing – An Innovative Promotional Tool and its Impact on Consumer Memory and Brand Awareness*” aside from stimulating scientific discussion about this issue, induces further studies regarding similar and related themes.

### **1.3. Problem Statement Definition**

The problem this thesis will strive to understand is to what extent consumers’ respond positively to event marketing, by measuring the consumers’ ability to effectively recall and recognize sponsoring brands of three Portuguese Music Festivals considering different groups of consumers, namely the ones who participated in more than one festival, the ones who participated in one and the ones who participated in none. Keeping in mind the managerial implications, this dissertation will indirectly assess the interest that the brands might have on Event Marketing, given the advantages and benefits on increasing brand awareness that may arise with this study, or even the disadvantages.

This will be focused on two aspects of event marketing, namely its impact on consumer memory, reflected on the consumers’ ability to recall and recognize brands (testing Brand Recall and Brand Recognition), and its correlation with attitudes towards the brand, which can be thought as a viewer's general liking or disliking of a brand.

### **1.4. List of Research Questions**

Research questions serve as a guide through the dissertation purpose, in order to help solve the problem statement. Put it another way, they are extremely valuable regarding the dissertations purpose. These research questions not only clarify the dissertation’s direction and main topics, but in particular they will aid me to organize my own ideas into a coherent statement of my research intent. With this purpose in mind, two main research questions were developed. The first research question this paper strives to determine consists on evaluating the effectiveness of Event Marketing, translated into impact on customer memory, namely Brand Recall and Brand Recognition (e.g. Do people recall or recognize the brands that sponsored a particular event). And secondly, this paper intends to identify the communication

effects of Event Marketing, assessing its correlation with attitudes toward the brand (e.g. Do the consumers show a high level of likability towards the recalled brands), and brand familiarity (e.g. Are the recalled brands more familiar to consumers).

### **1.5. Short overview of the thesis structure**

This dissertation will be divided and organized by five distinct chapters, which are accordingly outlined throughout the paper. Each chapter will encompass different sections following a sequential order regarding the overall theme of the dissertation. The first chapter, as it could be perceived, consists on the introduction which summarized the main goals of the work and its elaboration, constituting a synthesis of didactic character of the ideas and the matter covered, as well as the implications of the study. As it could be seen, this first chapter of the paper includes the topic presentation, managerial and academic relevance, problem statement definition, the list of research questions that will help solve the problem statement, which include the general and specific objectives to be achieved with the work, and this short overview of the thesis structure.

The second chapter consists on the theoretical framework, on which the research is based. This chapter gathers, analyses and discusses the already published and approved information about event marketing and consequent impact on consumer memory and related themes, namely sponsorship as a marketing tool, sponsorship's impact on brand awareness, building brand equity through events, aided and unaided brand recall and relationship with brand attitudes, in order to give theoretical grounds to this object under investigation.

The third chapter, in turn, is where the objective of the study is shown, describing the methodology and data collection. This will encompass the issues and hypotheses that will help guide the analysis, the explanation of the applied methodology, namely the survey research, and the object under study, which is event marketing effectiveness measured by sponsoring brands' impact on consumer memory, complemented by the strategic way of collecting the data and information, and the techniques employed to the analysis, since this is a case of quantitative research.

The fourth chapter, includes the analysis of the results, which is the moment when the results are correlated with the research objectives and hypotheses formulated to help guide the corresponding analysis. It encompasses the methods section, which consists on the explanation of the sample and detailed procedure, the results section, where the statistical

analysis and main findings are described, and finally the discussion section, containing a summary of findings, highlighting the evidences which clarify each issue raised through quantitative analysis of the information and data obtained.

The last and fifth chapter, is probably the most important part of the research representing the deductions withdrawn from the previously obtained results. It consists of a response to the initial problem and the objectives of the study, underlining the conclusions for the gap this paper strived to fill. This chapter also includes the managerial implication and limitations of the study, as well as the presentation of related concepts for future research.

## **2. LITERATURE REVIEW**

In this chapter, an extended research on events (festivals, concerts, sporting events, fairs, etc.) as marketing and/or promotional tool is presented, based on existing literature on this matter. Then, as a basis for discussion, this existing knowledge will be linked with two aspects of Event Marketing: Brand Recall and Brand Recognition, which refer to the overall theory of Brand Awareness (broader term). This research will also be underlined by the relationship with brand attitudes during and after the events/festivals.

That is to say, the present paper assesses the impact of event sponsorship by focusing on a marketing outcome of crucial importance to marketers and advertisers, which in this case is the impact on consumer memory. The impact on consumer memory, in other hand, has also been proven by prior literature to subsequently enhance the building of brand equity (added value). By focusing on concepts related to consumer memory (Brand recall and recognition), the purpose of this paper is to understand the influence of events not only from a communication but also from a broader branding perspective.

Based on prior theory and research, this paper also scans the process through which events might influence primarily brand awareness and consequently brand equity, studying concepts related to the branding perspective. Thus, the literature on sponsorship and event marketing, meaning how events can be used in corporate and promotional strategies, as well as to impact brand awareness, brand image, brand recall and brand recognition, which are all components of the overall concept of brand equity, will be carefully review on the next sections.

### **2.1. Sponsorship as a Marketing Strategy**

Since the early 2000's, marketing communications have been upgrading in an attempt to find innovative and more effective ways to persuade and engage consumers, as conventional marketing tools seem to lose ground and fighting through the clutter(Zarantonello & Schmitt, 2013). Marketing managers and advertisers have been turning their attention towards an alternative form of communication, which is a growing industry known as event marketing.

Hereby, event sponsorship is increasingly becoming an important and effective marketing communication tool (strategy) as events assume a key role in the contemporary marketing mix (Close et al, 2006). As a result, sponsorship has officially become a new method of creating brand equity, where companies associate the brand with highly advertised and popular events, as a means of instilling positive associations for their brands in the minds of their target market.

Research by Sneath, Finney and Close (2005) suggests that Event marketing, as a component in the promotions mix, has become one of the fastest growing forms of marketing communication given its singular attributes. Sponsorship is an indispensable component in integrated marketing communication to any kind of corporation among the types of marketing communication, namely public relations, advertising, personal selling, sales promotions and direct marketing (Hutabarat & Gayatri, 2014). Events help increase participants' involvement level, creating a social setting for them. In this context, participants might be more receptive to marketing messages and images associated with event (Close et al, 2006). Therefore, becoming an important contributor to marketing communications programs, especially since the challenges facing traditional media have grown as well. Face-to-face interaction between the brands and the targeted audience has become preferable since it overcomes challenges such as cost, clutter and fragmentation and it is actually what makes this communication method different from the traditional ones – The possibilities for personal interaction with the brand, and in some cases with its products.

The term event marketing is considered to be a broader concept that can be used to describe two distinct activities, which include “marketing of events and marketing with events” (Cornwell and Maignan, 1998). It has been described by Shimp (1993) as “the practice of promoting the interests of an organization and its brands by associating the organization with a specific activity” and upgraded by Kotler and Armstrong (2010) as “an activity which can be either owned by the company, or owned by a third party and endorsed by the company through sponsorship programs”.

Even though both communication strategies use events as a mean to achieve their respective goals, marketing of events are self-staged while event sponsorship (marketing with events) involves the use of events staged by a third party independent of the company (an event organizer) to convey the messages aimed at the target group (Drengner, Gaus & jahn, 2008). The one activity that this study strives to address is marketing with events, where



sponsorship entails the promotion of sponsors, helping with the brands' marketing mix, thus helping to accomplish the brands' objectives through event-related communications and experiences. With regards to event sponsorship, the communication of the marketing message is even subject to the restrictions defined by the sponsorship contract between the event sponsor and the organizer, for instance the number and size of perimeters (Drengner, Gaus & Jahn, 2008).

In either cases of event marketing and event sponsorship, companies can benefit from increased public awareness, corporate image and community involvement, reaching target markets, brand positioning and increased sales, generating visibility, publicity and enhanced ad campaigns, in order to achieve their corporate, marketing and even media objectives (Zarantonello & Schmitt, 2013; Cornwell and Maignan, 1998). Contrarily to other conventional marketing tools, such as mass media advertising, event marketing enables a direct and interactive contact between the brand and the consumers, which may result in memorable brand experiences (Zarantonello & Schmitt, 2013). In sum, consumers have the opportunity to experience the brand in an immediate manner at a local event (experiential marketing).

Events have the distinctive ability to physically gather customers in a common place and, at the same time, inspire them. They can be defined as "a specific ritual, celebration, performance or show which is consciously created to mark a particular activity, or moment, or to achieve a social purpose, culture and company goal" (Hutabarat & Gayatri, 2014). Events can take innumerable forms, namely cultural performances, sporting events, which include competitive or non-competitive sport and recreation events, award programs, product launching, including promotional events, fundraisers and green/eco events, corporate events namely, conferences and arts-events, which in turn include music festivals.

The most common form of sponsorship, and the most developed in academic literature, is sponsorship in the sport-event area (Hutabarat & Gayatri, 2014; Cornwell, 2006). With regard to, event in a form of music festival uses sponsorship as a revenue stream, whereas the sponsor takes advantage of the opportunity for targeted communication to the relatively homogeneous audience, which is primarily composed by young people. This type of event is considered to be one of the most relevant considering the topic of event sponsorship since, as it was mentioned before, it has been continuously becoming a focus of attention to brands. Nevertheless, few and limited sponsorship research has been developed in the arts-

event area, which is the area this paper strives to address, considering three Portuguese music festivals.

### ***2.1.1. Marketing communications at events***

Given the need of continuously “building” and “maintaining” brands, Sponsorship has received the attention of academic researchers, as well as of companies which started to invest large amounts of money in it. Sponsorship initially appeared as an innovative solution and alternative way to advertise, particularly for companies as tobacco and liquor which were excluded from traditional advertising, mainstream and broadcast media, since then it has been developing and increasing, gaining worldwide proportions. The evolution of sponsorship, mainly as a tool in the promotions mix, from a small-scale activity to a major industry worldwide, is explained not only in terms of money spent but also by the increasing amount of companies sponsoring events and corporations hiring experts to control special events (Dhurup, Surujlal & Rabale, 2011). In the end of 1997, worldwide sponsorship expenditures exceeded US\$15 billion (Quester & Farrelly, 1998).

Furthermore, it is estimated, by the MPI Foundation (2004), that 22% of total marketing communications budgets are dedicated to the event-related sponsorship activities and that event marketing offers the greatest ROI, followed by advertising, direct marketing, public relations, sales promotion and Internet advertising (Sneath, Finney & Close, 2005). In 2003, according to Promotions Marketing Association (2005), \$152 billion was spent on Event Marketing. “Research by Crimmons and Horn (1996) suggests that sponsorship of high profile events has the potential to be worth millions of dollars to the sponsor.” Thus, despite the investment and associated costs of sponsoring a brand in a particular event could be high, these may be offset by the amplified amount of time participants are able to spend interacting with the brand.

### ***2.1.2. Event sponsorship objectives and measurement***

The objectives of event marketing can range from sales, awareness and image improvement (Sneath, Finney & Close, 2005). As Javalgi and other authors mentioned in their writings, Event Marketing is defined as “the underwriting of a special event to support corporate objectives”, which include sales, brand awareness and image enhancement (Gardner and Shuman, 1987; Gross et al, 1987). However, nothing guarantees that having the brand associated with an event will positively contribute to change customers’ attitudes or behavior.

Event marketing can be particularly effective when accomplishing short-term goals namely improve brand identity, awareness, image and subsequently brand equity through its cited components (Meenaghan, 1991). Mount and Niro (1995), also suggest that event marketing can be relevant when supporting the community and reinforcing relationships with customer, which are included in the brands' primary goals.

Effectiveness, however, is very difficult to be measure and many brands choose not to do it appropriately (Sneath, Finney & Close, 2005). Contrarily they evaluate effectiveness mainly through sales and market share, while it should encompass terms of event marketing's relative effectiveness as a promotional tool, being a "communications-oriented activity" (Javalgi et al, 1994). Level of media coverage has also shown to be an inappropriate measurement method, since it lacks information about recall or attitude change (Sneath, Finney & Close, 2005). These components appear to be extremely relevant when discussing the theme of event marketing, that is why this study's main purpose is to assess whether brand recall and brand recognition are favorable indicators of the impact on consumer memory, which could be considered a measurement for the effectiveness of event marketing activities.

Cornwell (1995), even suggests that "the effects of one promotional method cannot be considered in isolation from other", meaning that methods based on exposure, such as tracking measures that measure recall, awareness and attitudes (McDonald, 1991; Sneath, Finney & Close, 2005), may be more appropriate to measure the effectiveness of event marketing activities. Therefore, in this current study, the effectiveness of event marketing and consequent sponsor's promotional activities will be assessed using customers' capability of recalling and recognizing the brands in cited festivals/events, and their attitudes towards the sponsoring brands present in the same festivals/events.

## **2.2. Brand Awareness through Sponsorship Communication**

Sponsorship is commercially attractive to firms in a way that it has the purpose to build favorable associations and identities for their brands, meaning that sponsorship has the ultimate benefit of transferring positive image connotations inherent to the event or parties involved in it, to the sponsor's firm or brand image (Quester & Farrelly, 1998; Javalgi et al, 1994). Thus, sponsorship can promote the creation (development) of corporate image and

brand reputation on a global scale. Besides, other potential benefits are associated to how this communication is interpreted by the consumers.

### ***2.2.1. Branding Perspective***

In a marketers perspective, Brands is a “name, term sign, symbol, or design (or combination of them) which is intended to identify the goods/services of one seller (or group of sellers) and to differentiate them from those of competition” (American Marketing Association). In a more comprehensive note, a brand is namely a product, but one that adds other dimensions that differentiate it in some way from other products designed to satisfy the same need. These differences may be rational and tangible (related to product performance of the brand), or more symbolic, emotional and intangible (related to what the brand represents).

Brands play different roles concerning consumers (target audience) and firms (product makers or service providers), which are the stakeholders involved in the process of event sponsorship. To consumers, brands identify the source of product, assign the responsibility to product maker, reduce the risk, serve as a search cost reducer, a symbolic device, a signal of quality and can even be a promise, a bond, or a pact with the product’s maker. On the other end, to firms, brands are a means of identification to simplify handling or tracing, a means of legally protecting unique features, a signal of quality level to satisfy customers, a means of endowing products with distinct associations, a source of competitive advantage and financial returns.

The power of a brand lies in what customers have learnt, felt, seen and heard about it, thus the power of a brand is what resides in the minds of customers and this is what make a strong brand. Strong brands benefit from some rewards, which encompass improved perceptions of product performance and less vulnerability to marketing crises (in terms of quality), higher margins, more inelastic consumer response to price increases and more elastic consumer response to price decreases (in terms of price), trade cooperation and support (in terms of channels), increased marketing communication effectiveness (in terms of promotion), licensing opportunities and extension opportunities (in terms of further income and loyalty).

### ***2.2.2. The Associative Network Memory Model***

Before developing upon terms such as Brand Recall and Brand Recognition, which are the basis for the upcoming discussion, it is crucial to note how consumers usually know brands in order to recall and recognize them.

The associative network memory model views memory as a network of nodes and connecting links. The nodes are stored concepts and the links represent the strength of the connection between the concepts. Associative memory, in turn, leads to “Brand Knowledge” which can be described as a brand node with a set of associations linked to it, and have brand awareness and brand image as components (Keller, 2003). There are several representations modes of associations in consumer memory, such as verbal descriptions, visual impressions, sensory impressions and emotional impressions. The main challenges when studying Brand Knowledge lies in prompting these associations from customers (accessing, verbalizing and censoring). And therefore, the ability to recall (a specific association, and separately identify a piece of the consumers’ attitude), to verbalize and this censorship of memories, senses and attitudes related to brand in question, are the specific issues in studying the effect of brand on consumers’ behavior (Keller, 2003). In the case of sponsorship communication, it comes as a less commercially biased approach (Quester & Farrelly, 1998), which may influence consumers in a positive manner or be more gladly accepted (sponsor’s message) by consumers. In this review specifically, it is intended to ascertain what consumers associate with the brands sponsoring events/festivals, since here consumers might have a different perception of the brands while they are present in a positive and exciting context. The real beauty of associative memory network is that communication can influence consumers’ attitudes to brands without them being able to consciously recall seeing the advertising itself.

Hereby, it is of most importance for companies to keep on investing in the process of “building” and “maintaining” brands. In order to do so, companies must adapt their strategy and their methods for implementation, according to the real or perceived changes in the environments in which they compete (Quester & Farrelly, 1998). One important issue that this paper attempts to understand is whether associations created through sponsorship are powerful enough in the minds of consumers to provide real competitive advantage and positive outcomes toward the brands, specifically considering consumers’ impact on memory and their attitudes toward the respective brands.

### ***2.2.3. Associative Connections***

Research has proven that the concept of the brand can be linked with the familiarity and involvement, or even with mood states and social group (Alba and Hutchinson, 1987). In this line of thought, mood states in particular can have great relevance concerning the association process (associative connections), namely by its influence on information processing. Communication through sponsorship creates an association between what causes the positive mood state, namely the event/festival, and the brand. Thus a positive attitude toward the event/festival is directly transferred to the brand (commercial benefit). An attitude linked with the event/festival can also be transferred to the sponsoring brand through the consumer's involvement on an emotional level (emotional attachment), thus the stronger the attitude, the greater the possibility of brand recall and that this attitude would be translated into behavior. This turns out to be a sequential process, in which stronger association, meaning persuasive association in the minds of the consumers, is also a consequence of this emotional connection, and similarly to what happens with the attitudes experienced during the event, the involvement in and the loyalty toward an event can also translate into the brand loyalty.

According to the literature, the involving context in which the sponsoring brands' message is displayed is also of extreme importance particularly to the involvement process, since it can stimulate a favorable state in the minds of the consumers making them more receptive to external messages and subsequently enhancing recall and attitude change. However, an exciting involving context can also be distracting, thus obstructing commercial communication. To try to contour this issue the sponsoring brands should not only take advantage of the favorable context that events/festivals provide through the incorporated activities, but also by developing a proper connection through their own marketing activities during the event.

With respect to event marketing, there is a process named by "image transfer", which refers to an association between the meanings of an event and the brand sponsoring that event. These meanings are directly transferred to the brand through this association process, and this is what positively affects the image of the brand (Zarantonello & Schmitt, 2013). The literature also suggests that the context of the exposure (to the sponsoring brand) or even the usage is decisive to determining value. Regarding music festivals, in particular, as Hutabarat & Gayatri (2014) argue "music has its own attraction in form of image and knowledge to a brand and product in consumer's mind". Meaning that it creates a favorable environment and conditions in which the brand establishes a meaningful and close interaction with the

customers. Given the “image transfer” process, similarly to what happens in sports, the fans of a particular music group will transfer their loyalty to the brand which is sponsoring their favorite music event.

Hereby, when consumers are exposed to a brand in a positive context, which involves other actors and resources that are drawn upon the experience, such as (in case the case of music festivals) music, enthusiastic environment, artists, family and/or friends, all of this contributes to enhancing the experienced value, subsequently enhancing the perceived value of the brand. In brief, there are several contributions cited in prior literature underlining the effects that event marketing can have on brand equity dimensions.

#### ***2.2.4. Brand Experience***

Another important concept that is worth to be mention in this paper given its relevance to the event marketing and, in particular, to the associative connections, is ‘brand experience’, which refers to the sensations, feelings, perceptions and responses (behavior) aroused by brand-related stimuli (design and identity, packaging, communications, and environments) (Brakus, Schmitt & Zarantonello , 2009). This holistic way in which consumers relate to brands, encompasses four dimensions, namely a sensory dimension consisting on the five senses stimulations, an affective dimension including states of mind and feelings, an intellectual dimension consisting on ways of thinking (analytical and imaginative), and finally a behavioral dimension including consumers’ actions (Zarantonello & Schmitt, 2013).

This concept of brand experience is thus relevant for events because it involves, as it was said before, a direct and interactive contact between consumers and brands, contrarily to other conventional advertising and communication forms. Event marketing allows such interaction to be translated as a brand experience, evoking several kinds of senses, emotions, thoughts and behaviors during the event itself, that are subsequently associated to the brand.

Based on prior literature it is fair to say that event marketing plays a major role regarding stimulating consumers’ emotions and senses, establishing a connection with the minds of the consumers and engaging them in an active way, which creates an emotional attachment. As a matter of fact, events actually provide multi-sensory stimulation, a sense of immersion and participation (Zarantonello & Schmitt, 2013), being acknowledge as valuable tools to create experiences. Anyhow, consumers’ senses are stimulated primarily by the

physical space that surrounds them and an event is already for itself an experience, in which consumers are completely immersed and interacting with the surrounding environment.

Furthermore, as it was already mentioned, at events consumers have the opportunity to experience the brand in an immediate manner. In this case events are seen as ‘experiential marketing’ where the experiences can provide sensory, affective, intellectual and behavioral stimuli, thus resulting in ‘experiential value’ increasing the consumer’s perceived value of the brand. That said, brand experience is also related to brand equity since the former foresees some components of the latter, such brand loyalty and resonance (Zarantonello & Schmitt, 2013), thus enhancing the consumers’ relationship with the brand.

### ***2.2.5. Building Brand Equity***

As it was already mentioned, marketers have been studying different ways of generating goodwill for brands over time, meaning how to enhance brand equity. Event marketing has proven to have an effective impact in generating brand awareness and/or corporate image, but its impact on brand equity is still yet to be assessed, namely its capability of conveying a more specific and sophisticated message (Zarantonello & Schmitt, 2013).

This leads to creating brand equity, which can only occur when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable and unique brand associations in memory. This also actually means that consumers have a high preference for well-known brand names since they represent higher value than others less known. The strength of brand associations refers to, the more deeply a person thinks about product information and relates it to existing brand knowledge, stronger is the resulting brand association. The favorability is higher when a brand processes relevant attributes and benefits that satisfy consumers’ wants and needs. And the uniqueness of brand associations provides brands with sustainable competitive advantage. Based on this, some scholars argue that promotions which reinforce a positive attitude toward the brand are the ones in which marketers should engage, focusing in communication values considered intrinsic to the brand (Quester & Farrelly, 1998).

Accordingly, the direct experiences provided by the events, which have the purpose of persuading and changing consumer’s attitudes, can also lead to creating a meaningful and deeper brand-equity building connection (Zarantonello & Schmitt, 2013). Considering this term, there are two sides of brand equity, which are Customer-based brand equity and



financial brand equity/value (how much brands are worth financially speaking). The one side that is relevant for this paper is the former (Customer-based brand equity), which is “the differential effect that brand knowledge has on customer response to the marketing of that brand” by Keller’s (2003) definition. A positive equity means that consumers are more accepting of brand extensions, less sensitive to price increases and the withdrawal of advertising support, and willing to seek brand out in new channels.

As alleged by Keller (2001), Customer-based brand equity encompasses several stages of brand development and each stage involves a different branding objective. These stages encompass “Salience”, “Performance and Imagery”, “Judgments and Feelings” and lastly “Resonance”. However, the first stage defined as “Salience”, which refers to the quality of brand awareness (Identity) and proposes to deep and broad awareness, is where sponsorship might have its major impact, subsequently influencing other stages of brand development. Creating Salience means informing customers about the brand, by linking it to a product category, and associated purchase or consumption occasions. At this stage, the depth of brand awareness is precisely the ease with which a brand element is recalled (aided or unaided), which is exactly what this study aims to understand regarding the sponsorship effect on brand awareness and brand image.

The highest level of equity, however, is developed by brands with high awareness, invoke positive judgements and feelings and attachment in target consumers. Here is exactly where event sponsorship, as a means of communication tool, can be most useful and effective enhancing brand awareness, invoking positive judgements and feelings (relating the brand with events where consumers find themselves most available to receive this kind of stimuli) and attachment in target consumers.

However, until now, researchers have been focusing their efforts on assessing the effects that event marketing has on specific brand equity components such as brand awareness, brand associations, perceived quality and brand loyalty (Aaker, 1991). When it comes to sponsorship, it has been perceived that events can actually have impacts at both the corporate and brand level. More specifically, scholars have discussed that on a brand level, sponsorship increases consumers’ capability of memorizing the brands associated with it, both in terms of brand recall and brand recognition (Cornwell et al. 2006; Herrman et al. 2011). The latter is exactly what this paper strives to prove by testing this theory on consumers who attended specific events/festivals in Portugal that encompassed several sponsoring brands.

### **2.3. Aided and Unaided Brand Recall**

Consumers are exposed to sponsorship messages and consequently they undertake a cognitive process, which can be compared to that experienced with advertising messages (Cornwell and Maignan, 1998). During such events, consumers are vulnerable to sponsorship messages, which they have been previously aware of, so they can process it in order to shape attitudes about both the event and the sponsor, and the correlation between the two (Quester & Farrelly, 1998).

As it was mentioned earlier, the level of consumer awareness has been measured by the capability to both recall and recognize sponsoring brands at an event (Jagre, Watson & Watson, 2001), however little has been done to address the impact of sponsoring messages on recall and recognition, subsequently limiting the assessment of its effectiveness in reaching this objective. For instance, some studies that have been conducted regarding this field have not had encouraging results revealing sponsors' failures in creating awareness. These failures include ambush marketing, due to large amounts of clutter and confusion among sponsors, which lead consumers to inaccurately recall brands not involved on any kind of sponsoring activities (Sandier and Shani, 1998).

The literature regarding recall and recognition relates to and encompasses a variety of areas which represent more traditional and conventional marketing tools, namely print advertising, television advertising (commercials), celebrity-endorsers advertising, online advertising, mobile advertising, outdoor advertising and others. The gap in understanding the processes underlying sponsor identification and consumers' memory, recall and its relationship with attitudes toward sponsoring brands, is exactly what this paper intends fill. As a matter of fact, the sponsorship literature is clearly lacking a conceptual framework that accurately explains the effectiveness and adequate relationships among sponsoring brand, an event and respective target audience.

Jagre, Watson and Watson (2001), attempt to use specific theoretical framework to guide their study of consumers' memory and recall, together with the importance and perception of fit between the sponsoring brands and the actual events being sponsored, and posterior effects these relationships have on consumer recall and attitudes. The theoretical framework applied in this case is the congruity theory, which has been applied in social psychology to develop investigations concerning memory and for justifying attitude formation. Correspondingly, consumer researchers focused their efforts on perceiving the

processes involved in consumers' understanding and memory of ads (Jagre, Watson & Watson, 2001). The goal is to effectively increase the amount of attention paid to an advertisement and thus, the extent to which the exposed information is processed.

Regarding specific contexts related to advertising, this congruity theory has been used to address how attitudes are moved when a person, such as a celebrity, is associated with a brand or company, concerning advertising and consumer behavior (Solomon 1996). Similarly to what happens with events, as it was mentioned earlier regarding the associative network and connections, celebrities are used to transfer their positive attributes, such as physical attractiveness and trustworthiness, to the brand they endorse (Jagre, Watson & Watson, 2001). However, the presence of a celebrity, in spite of increasing the odds for higher recall due to an impact on attention, does not increase recall through brand linkage. Indeed, a message in order to be perceived as believable, there is a need for congruence between the celebrity and the brand (credible linkage). But these findings prove to be inconsistent since incongruity researchers in social psychology defend that when information is somehow incongruent with prior expectations, consumers' tend to engage in more elaborative processing which results in higher recall and recognition (Jagre, Watson & Watson, 2001). Having said this, the findings related to celebrity-endorser advertising cannot be generalizable to sponsorship, which limits the theoretical framework that could be applied to sponsorship with regard to both memory and attitudes toward brands sponsoring events.

For what is worth, as many scholars have emphasized, sponsorship has the ability to target a wide and/or a selected range of audiences and hence, the relationships between events' features and the demographics, lifestyle and activities, interests, and opinions of the participants (Cornwell and Maignan, 1998). The limited amount of research regarding the congruity theory has focused on the compatibility and congruence between the sponsoring brands' attributes and the event ("fit"), proposing that the process of a positive image transfer from an event to the sponsoring brand is similar to the meaning transfer from celebrity-endorsers to the brand they endorse (Jagre, Watson & Watson, 2001). The main difference between sponsorship and celebrity-endorser advertising, and the reason why it cannot be generalizable, is the fact that event marketing involves the transfer of the general positive value the participants give to the event as whole. Indeed, sponsor-event fit, in spite of being a relatively subjective matter, is one important feature of sponsorship since it can have a direct influence on brand image, which subsequently impacts brand equity. Sponsoring brands might also seem superior in comparison to non-sponsoring brands depending on this

perceptual fit that consumers establish between the sponsor and the event in combination with their positive attitude toward the brand and sponsoring activities (Dhurup, Surujlal & Rabale, 2011). However, as it was mentioned before, the issue of congruence between the sponsoring brand and the event, as well as the effectiveness of sponsoring activities on consumer memory, recall and consumer attitudes towards the brands, is still a very recent and unmapped area of research.

Regarding the issue of “fit”, i.e. the relationship between the sponsoring brand and the event, Johar and Pham (1999) investigated how this was subsequently related to sponsor identification, proposing that “in sponsor identification tasks, consumers rely on the semantic overlap between features of the event and those of potential sponsors”. Actually, the literature reviewed argues that there is a strong relationship between sponsor-event congruence and sponsorship effectiveness (Dhurup, Surujlal & Rabale, 2011). Although consumers, when assessing recognition, are biased toward brands semantically related to an event (congruent information based on consumers’ expectations), it is proved that, as in social psychology, unrelated and inconsistent information results in higher recall due to a greater elaborative thinking. This leads consumers to recall brands which are not related to an event (confusion).

In fact, this confusion in consumers’ minds regarding related and unrelated sponsors, supported by the ability of recalling brands which were not involved in sponsoring activities, has serious implications for both marketers and sponsors as the effectiveness of sponsorship as a marketing communication tool becomes questionable. This represents a great disadvantage toward sponsorship as ambush marketers can effectively use the confusion in consumers’ minds to market their brands. Having said that, this study, later supported by a structured questionnaire with unaided and aided recall questions encompassing official and unofficial sponsors of three distinct Portuguese music festivals, will measure the effectiveness of sponsorship as a marketing communication tool in these specific contexts.

In this context, the extent to which the exposure to sponsoring brands is successful is perceived by whether a consumer would be able to recall, recognize and subsequently discriminate the brand properly at a later stage (Aaker, 1996). This is precisely the gap this paper strives to fill, through a post-event test assessing participants’ ability to accurately recall and recognize the three Portuguese events’ sponsoring brands.

According to Keller (2003), recognition, also known as aided recall, consists on the consumers’ ability to corroborate prior exposure or experience of the brand from a list of

potential brands, thus indicating consumers' interest in the respective sponsoring brand. This process of perceiving a brand as previously seen is not so much a measure of memory of sponsorship. On the other hand, recall or unaided recall, regarding its testing methodology is perceived as being more powerful to measure memory, since it requires the consumer to retrieve the name from the memory, meaning that the message is active in the memory of the consumer (Dhurup, Surujlal & Rabale, 2011). Recall is proved to be higher when there is a higher involvement (Quester & Farrelly, 1998), which involves attending the event itself and the opportunities for exposure to the sponsoring brands' elements. Sponsorship recall is directly related to consumers' attitudes toward the sponsor during the event and their perception of the congruence between the two (Dhurup, Surujlal & Rabale, 2011). The congruence, or in other words, the link between the sponsor and the event is not always clear or even comprehensible, which means that consumers must definitely be able to generate the sponsor from memory, thus signifying a successful sponsorship campaign. Accordingly, the consumers' ability to recall sponsoring brands depends in the sponsor's degree of involvement, the level of prior consumer knowledge about the sponsor and the consumers' interest in the involved activities.

All in all, in agreement to what was mentioned before, sponsoring events which are consistent with a brand or company will increase awareness and most likely result in positive attitudes toward the sponsor. However, the process underlying sponsor identification, in regards to recall and attitudes toward sponsors, is still an underdeveloped area of research and scholars have not adopted a conceptual framework that can guide it. Furthermore, memory and brand recall, the main variables that this dissertation strives to understand, are involved in the association process between the events/festivals and the sponsoring brands. This associative connection implies that the brand image and related usage situation can be associated to those overjoyed and thrilling states of mind experienced during a particular event/festival (Quester & Farrelly, 1998; Javalgi et al, 1994). This significant associative aspect of sponsorship should not be underestimated since it can reveal critical strategic insights for potential sponsors. Indeed, that positive state of mind experienced during events/festivals turns out to be a critical factor in establishing an emotional connection with the sponsorship communication (particular messages), which in turn may have long-lasting effects on brand recall and subsequently attitudes towards the brand. The first impression, the first awareness of the presence of a particular sponsor, is lower initially, but once a meaningful association is developed the possibilities of a long-lasting impression are higher

(Quester & Farrelly, 1998), when consumers actually make a connection between the brand and the event. In this case, the probability that brands can be remembered for a long time, even after the sponsorship had ceased, is also higher.

#### **2.4. Relationship with Brand attitudes**

Knowledge of brand attitudes is crucial while planning a marketing strategy, and more specifically an advertising campaign. Brand attitudes consist on consumers' opinions and thoughts about a brand, which are based on the degree to which a brand can effectively answer the consumers' needs, and reflected on how much consumers' want it. Meaning that, it is of extreme importance for companies to make sure that consumers' attitudes towards their brands are as favorable as possible.

In other words, brand attitudes are represented by the degree of likability (positive or negative) of a brand, and by whether the consumers' perceived image of it is favorable or unfavorable. This is why, one of the most important strategic objectives both to marketers and advertisers is to develop the value of their brands by reinforcing brand attitudes, when they are already positive, or altering them, when they are negative, with a beneficial intent to the company's brand.

Hereby, brand attitudes have become a useful measure in ascertaining the effectiveness of marketing communication efforts. The assumption that advertising messages must be capable of influencing consumers' attitudes towards the brand in order to be effective, led several authors in prior literature to develop models to assess this effectiveness in advertising research. The same happened in event marketing, when brand attitudes became a reasonable indicator of the effectiveness of event marketing activities. In this paper, specifically, brand attitudes consist on consumers' attitudes towards the sponsoring brands (brands associated with the events), more specifically, whether if the consumers' level of likability of the brand is higher after the event.

Similarly to what happens with brand awareness and brand image (components of brand equity enhanced by event marketing), as literature provides evidence, researchers have been developing upon the assumption that event attendance can lead to positive and enhanced brand attitudes, reflected on higher likability, more favorable view of the brand and subsequently stronger purchase intentions.

In sum, despite of being distinct concepts and acting in different levels brand attitude is actually related to brand experience sharing some similarities with the former. Both brand attitude and brand experience may be stored in consumer memory and influence consumer behavior, subsequently contributing to brand equity (Brakus, Schmitt & Zarantonello , 2009). However, the difference between these two concepts lies on the fact that brand experience, as the name indicates, consists on the consumers' experiences and responses to brand-related stimuli, whereas brand attitudes refer to consumers' evaluation of brands based on their judgements (Zarantonello & Schmitt, 2013). Thus, considering event marketing initiatives, brand experience comes first, when consumers are exposed and interact with the brand (during the event), so then they evaluate and form a judgement about it (brand attitudes).

## **2.5. Formulation of Hypotheses**

As it was mentioned earlier, the main purpose of the upcoming discussion is to reach a verdict on the retention and memorability of sponsor's brands (or names), considering specific events, which will aid in understanding whether it is actually beneficial for sponsoring brands to expose their brands in events and consequently achieve sponsorship alignment objectives.

Based on the discussion of the literature, in order to guide a more effective analysis of the data, a number of hypotheses were developed. In this study, the impact on consumer memory, in other words, the association between the sponsoring brands and the event, is measured by the consumers' ability to recall the sponsoring brands (aided and unaided recall), and subsequently the consumers' attitudes towards the brand are measured by the level of likability of and familiarity with the recalled brands. As a result, the three hypotheses were developed as follows:

*Hypothesis 1:* Recall is lower than Recognition of events/festivals' sponsoring brands (impact on memory), and the Recognition for sponsors is higher than the Recognition for non-sponsors (control brands);

*Hypothesis 2:* Higher the frequency (more than one event) on attending events, the higher the recall and recognition of the sponsoring brands;

*Hypothesis 3:* The higher the liking and familiarity towards the brand the higher the recall and recognition for that particular brand.

### **3. METHODOLOGY AND DATA COLLECTION**

This chapter will discuss the available and most appropriate research methods for this study considering time constraints and the amount of information on the subject, which is directed towards the ability of Event Marketing to impact consumers' memory and influence their attitudes towards the brands. Thus, this part of the study stipulates issues and hypotheses of the study, justification of the method of research used, research design, study's respondents, data collection, instruments used, description of the study and analysis of the gathered data. In brief, this section will detail precisely the intention to go about achieving the research objectives, by justifying the choice of method in the light of those objectives (Saunders, Lewis & Thornhill, 2009).

#### **3.1. Data collection**

Two studies were conducted involving two on-line surveys to gather primary source data from consumers. The targeted audience, i.e. the population (consumers), were composed by participants who were eventually engaged and took part in one or more events, which in this case are three Portuguese music festivals. These online surveys were distributed mainly via Facebook and e-mail inviting online consumers, who attended the named events/festivals at least once in their lives, to follow a link in order to willingly participate in them. On both platforms it was provided a direct link to both surveys, the first survey (Study 1) was distributed a month prior the second (Study 2). As an incentive to participate in these studies, respondents could deliberately enter their email addresses in a lottery for the opportunity to win a 20€ SONAE Gift Card, which is accepted as a means of payment in all Continente, Modalfa, Worten, Zippy Kidstore, Geostar, SportZone, Wells and Book.it.

NOS Alive, MEO Sudoeste and Super Bock Super Rock are the events, in this case, music festivals proposed to be studied in this dissertation, in order to evaluate the level of engagement the consumers might have with the brands sponsoring these events. These three festivals are an example of event marketing as a broader concept, where corporations stage and host the events themselves (NOS, MEO and Super Bock). At the same time, encompassing event sponsorship, where the hosts allow other corporations to support the cited events in order to achieve desired visibility by providing financial or in-kind support (Zarantonello & Schmitt, 2013; Drengner, Gaus & Jahn, 2008). As it was mentioned earlier in



this paper, in both event marketing and event sponsorship corporations can benefit from increased public awareness and corporate image, being these theories what this method attempts to ascertain. The sponsorship of major events, in both cases, has the potential to provide commercial advantages to sponsors who choose to be associated with such events, since it provides opportunities to reach consumers on their most vulnerable state (through their “hearts and minds”), and at the same time offers opportunities for simultaneous access to audiences globally (Dhurup, Surujlal & Rabale, 2011), breaking through cultural barriers.

Even though these festivals reflect the broader concept of event marketing, the intention of this paper is most specifically assess the effectiveness of event sponsorship, testing the impact on consumer memory of the sponsoring brands, rather than the host brands (NOS, MEO and Super Bock). Given the fact that these festivals adopt the name of their hosting brands the impact on consumer memory (translated into the effectiveness of event marketing) would not be clear since these brands would be undoubtedly recalled for being part of the events’ name (Naming sponsors) and not for higher likability, familiarity or brand awareness related issues. That said, the sponsoring brands, presented on Table 1 (sponsors), include both official sponsors, who invest and contribute kind to the event, as sponsors whose involvement only consisted on providing goods or services to the events/festivals (suppliers). This engagement will be assessed essentially through Brand Recall and Brand Recognition (aided and unaided brand recall) questions, with the overall intention of evaluating the impact of event sponsorship on consumer memory, which indirectly assesses the effectiveness of such promotional tool.

After identifying the sponsoring brands of each one of the proposed events/festivals presented in Table 1 (sponsors), in order to build the surveys it is important to note concepts such as Brand Recall and Brand Recognition which are crucial when determining the level of Brand Awareness toward these sponsoring brands. Recognition is the term used to describe the prompt using the actual advertisement or some recollection of the brand to try to access any memory of having seen it before, in other words is trying to access a memory of something by prompting with that concept, identify a particular product or service just by observing its logo, tag line, packaging or advertising campaign (Dhurup, Surujlal & Rabale, 2011). Put in another way, brand recognition requires the consumer to recall previous knowledge. On the other end, recall is the term used when one prompts with a brand name while looking for response on the memory of the advertisement, or even prompts with the

unbranded advertisement while looking for response on the brand that is being advertised (Dhurup, Surujlal & Rabale, 2011).

Table 1. List of Naming, Official, Media and Supporting Sponsors

	<b>NOS Alive</b>	<b>MEO Sudoeste</b>	<b>Super Bock Super Rock</b>
<b>Naming Sponsor</b>	NOS	MEO	Super Bock
<b>Official Sponsors</b>	Oeiras	Caixa Geral de Depósitos	EDP
	Heineken	EDP	MEO
	EDP	Moche	Moche
	Fnac	Super Bock	Caixa Geral de Depósitos
	Control	Jogos Santacasa	Red Bull
	Red Bull	Red Bull	Delta
		CTT	CTT
		AXE	AXE
		Toyota	Toyota
		Fnac	Fnac
		Teka	acp
		American Tourister	Telepizza
		Telepizza	Milaneza
		Milaneza	Portugália
		Portugália	OLÁ
		Ucal	Ucal
		Lion	LG
		OLÁ	
		Coca-Cola	
		acp	
		IPBeja	
		LG	
<b>Media partners</b>	RTP	SIC Radical	SIC Radical
	Rádio Comercial	Radio Comercial	Antena 3
	NME	SAPO	SAPO
		FUEL	FUEL
<b>Support</b>	CP Comboios de Portugal	TAP	TAP
	TAP	Odemira	Lisboa EGEAC
		Ambiental	Parque das nações
			MEO Arena
			Turismo de Lisboa
			airbnb
			CP Comboios de Portugal

			Lisboa Camping
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Aided and unaided recall measurements are considered, to establish whether a memory trace of the brand, or corporate identity, remains thus achieving brand impact. In this study, brand impact is measured by the consumers' impact on memory namely their ability to recall and recognize the brands which sponsored the cited music festivals and their consequent attitudes toward them, i.e., as in previous studies for ad recall testing, the sponsorship claim recall measures were cued with the festival name. These cues were done in resemblance to the ad claim recall measures used by Keller (1987). In Study 1, the hypotheses were addressed involving the general and relative impact of sponsorship on brand awareness, translated into impact on consumer memory, and explored the effect of brand likability as the moderating variable. Subsequently, the goal of Study 2 was to validate the results of the first study involving a survey research experiment comparing the results from separate groups, one assessed for brand recall and other for brand recognition ( $H_1$ ), to more accurately test each hypotheses and to explore the impact of three moderating variables, namely, frequency in music festivals ( $H_2$ ), brand familiarity and brand likability ( $H_3$ ).

Considering the first survey (Study 1), it uses each one of the cited events/festivals as the cue and then asks which brands sponsored the event, first with a recall (unaided) question and secondly with a recognition (aided) one, prompting respective brand logos. Additionally, and before these more specific questions to ascertain the impact on memory and correlation with consumer attitudes, respondents were asked about their habits of attendance to several types of events, including festivals, in an attempt to assess their degree of interest and loyalty towards this kind of activities, representing their involvement in each kind of events. Regarding the aided and unaided recall questions, there were several empirically tested techniques considered when building them. Brand Recall, which is the consumers' ability to remember the brands without help (unaided recall), is the first measurement to be considered, because first there is a need to get a true measure of how well the consumers know the brands at issue, without having them biased by presenting the brands right away.

Hereby, the first question "Thinking about NOS Alive specifically, what brands come to mind regarding its sponsoring brands?" would be an open-ended question where the respondents would be given multiple boxes where they could list in any sponsoring brands

(companies or brands) they can spontaneously think of related to NOS Alive (sponsoring brands).

Once there is an idea about what brands consumers have in mind, the second measurement that should be ascertained is Brand Recognition, which is the consumers' ability to recognize brands among a list of alternatives. In order to do so, there are several techniques, acknowledged in the literature mainly for advertising purposes, that could be adjusted and applied to this case of event sponsorship such as (for example), show respondents several brands' logos and ask straight forward if they remember seeing them at the event, remove the brands' logos from the events' stands, show it to respondents and ask them to name the brand, describe the brands' logos to the respondents, omitting to mention the brand, and then ask them if they have seen it, and what brand it represents, ask the respondents if they remember seeing a stand for brand X, or ask the respondents to describe the stands for brand X.

From all these techniques, showing respondents several brand's logos and ask straight forward if they remember seeing them at the event, appeared to be the most appropriate given the amount of brands sponsoring the cited music festivals. This question order, similarly to the brand recall question, would be applied to each one of the three selected events/festivals. Thus, "Again, thinking about NOS Alive, which of the following brands were present at the event? (Select the brands you recognize from sponsoring NOS Alive)" would be the Brand Recognition question (aided recall), which would include (as answer choices) a list of seven brands' logos, which included official sponsors of the event, sponsor/suppliers, and a number of control names (non-sponsors) which were not sponsors but are known for sponsoring other events, so that the impact on consumers' memory could be perceived. The use of control names was based on ambush marketing theory, which is actually hampering the process of decision making by marketers, due to the fact that some brands which are known from sponsoring other events can sometimes benefit from what events can provide to official sponsors without incurring in any costs (Quester & Farrelly, 1998).

Lastly, the survey would be concluded with a liking question, "How much do you like the brands present on the previously mentioned events/festivals? Please indicate to what extent you like each one of these brands" to estimate and determine how much consumers like the brands which they supposedly have been exposed to during the music festivals. The item used for the measurement scale was based on empirically validated scales from previous

studies. The questionnaire's construct was measured with a five-point Likert scale anchored with "Not at all" and "Very Much" for likability. This is to assess the correlation with attitudes toward the brand, which are translated into likability, thus if the recalled brands are likely more than those which are not recalled.

Study 2, as it was mentioned earlier, was designed to validate the obtained results from the first study (Study 1), and was composed by: Study 2a) Brand Recall and Study 2b) Brand Recognition. These experiments were conducted to more accurately test the hypotheses, since the first study became a more exploratory approach in regards to the traces of sponsoring brands in the minds of the participants, assuming that 100% of the respondents have participated in the cited festivals at least once in their lives. One factor of the design involved a three festival participation conditions (participation in at least one festival x no participation); the second factor of the design involved a two-level of brand memorability (recall for study 2a; recognition for study 2b). The dependent variables were familiarity (with items ranging from 1 to 5) with and liking (with items ranging from 1 to 5) the sponsoring brands, representing the consumers' attitudes toward the named sponsoring brands.

In order to more accurately perceive the results from the previous study and better assess the hypotheses at issue, here the respondents were randomly selected to answer a recall (study 2a) or a recognition question (study 2b) (randomization), which were made in image of the previous study. Since we did not have the possibility to run the experiment with individuals before and after their attendance to the festivals, this experiments can primarily support our hypothesis that consumers can more easily recognize the sponsoring brands than recall them ( $H_1$ ), and that their frequency on attending no, one, or more than one of the cited festivals made this process easier. Additionally, with this method, it could also be perceived if subjects could effectively recognize more sponsoring brands than non-sponsoring brands (control brands), and relate this with frequency (attendance) to music festivals. Moreover, contrarily to the previous study, only three of the sponsoring brands were considered, notably the common ones between all three festivals, in order to perceive if festival participation (frequency on attending events) could affect the recall and recognition of the sponsoring brands ( $H_2$ ).

Furthermore, it is important to note, as in the previous study, that consumers' likability toward a particular brand, is directly related to their attitudes toward the brand, in a way that it might predict commitment to the brand (loyalty) and their willingness to purchase it for a

higher price. However, no empirically tested measure of consumers' attachment/likability toward brands is validated, which makes it difficult for both researchers and practitioners to assess the strength of the relationship between customers and brands (Thomson, MacInnis & Park, 2005). This is the reason why in the first study, a validated five-point Likert scale anchored with "Not at all" and "Very Much" for likability was chosen as a measurement. In turn, brand familiarity, known as the degree to which a consumer is aware and knowledgeable of a brand, has a direct impact on consumer's attitudes toward the brand, being a continuous variable that reflects a consumer's level of direct and indirect experiences with a brand (Alba & Hutchinson, 1987). Having said this, in order to assess whether sponsoring brands at events have an impact on consumer attitudes toward the brand, which can be thought as a viewer's general liking or disliking of a brand, it is important to measure their familiarity with the brands at issue, since greater brand knowledge, experience and familiarity might produce stronger associations and consequently sponsoring brand memory trace. Hereby, brand familiarity is measured in a scale with three semantic differentials by using an empirically tested three-item brand familiarity scale of Kent and Allen (1994), which consists on asking the respondent, considering a seven-point numeric format, "Regarding the brand\_\_\_\_, are you:" familiar/unfamiliar, inexperienced/experienced, and knowledgeable/not knowledgeable. As in a study developed by Malär et al. (2011), respondents were asked to report his or her familiarity with that brand on the three-item brand familiarity scale ("I feel very familiar with brand x," "I feel very experienced with brand x," and "I know the product[s] of the brand x"). Similarly to the previous study, this second survey included constructs measured with five-point Likert scales anchored with "Not at all" and "Very Much" for likability (5 = "maximum likability" and 1 = "no likability") and "Strongly disagree" and "Strongly agree" for familiarity (5 = "maximum familiarity," and 1 = "no familiarity") to more accurately ascertain consumers' attitudes toward these three common sponsoring brands (H<sub>3</sub>).

The survey strategy was shown to be the most appropriate primarily due to time and budget constraints, since there is not much time to develop this dissertation (two months), consequently conducting a time consuming experiment, and no costs should be associated. Hereby, this method represents various advantages, strengths and benefits that proved to be useful for the conducted study. Such as the possibility of representing a large population, easy to share and convenient for respondents without them being biased by the interviewer (share more information), the costs are low and in this case non-existing, the data gathering is convenient (can simply be sent through e-mail or even shared via Facebook to the targeted

population), easier to find statistically significant and more precise results, and also surveys can be programmed even if they are very complex (design flexibility).

Furthermore, it is important to note that both surveys were shared, the first on November and the second on December, approximately three months after the events/festivals have occurred, meaning that the responses were not biased by the recency effect. As a matter of fact, this works favorably towards the study since its main purpose is to perceive the impact on consumer memory, and memory means not only short-term recall but also long term, thereby stronger associative memories. This is based on the premise, supported by the literature, that the strength of the association between the events/festivals and the sponsoring brands can be translated by prompted recall (Quester & Farrelly, 1998), and stronger the association, stronger the effectiveness of event marketing as a promotional tool worth having as part of a corporation's marketing mix strategy.

### **3.2. Limitations of Study 1 and Study 2**

On study 1 we asked the same subject to recognize brands as well as to recall brands. It could probably prime subjects on their subsequent answer. Thus, we probably have no unbiased answers for these different dependent variables.

Therefore, on our second experiment, in order to try to avoid bias on our results we will run a second experiment with these different dependent variables for two randomly selected groups (study 2a and 2b).

As it was mentioned earlier, our most desirable experimental design for our hypothesis should be, for each dependent variable (recall and recognize), the comparison between individuals that attended to the festivals in different times: a) right before, right after and some days/weeks after. These groups should be randomly shared in two conditions, one for the recall and other for the recognition condition. Then we could be able to measure if there was an increase on subjects' brands recognition and recall, separately, before and after the attendance to the festivals, which we are using as treatment. However, it would demand time and resources that we do not have at this moment.

Moreover, since we have used a natural treatment (attendance to music festivals) and we could not randomly select individuals for the treated and the untreated groups, we cannot rule out other possible alternative explanations for the results. For instance, individuals who attend to music festivals may visit more music related websites and, maybe their recall and

recognition are more impacted by exposure to the websites sponsors' brands than music festivals sponsors – if they are the same brands.

In addition, we cannot rule out the possibility that subjects that did not attend to music festivals may have had exposure to the brands by festival advertisements. Thus, we do not actually have the most appropriate design to measure the impact of attendance in music festivals on sponsors recall and recognition, and finally compare these impacts. Hence, we ran the best as possible experiment to primarily investigate our hypothesis.

### **3.3. Analysis of the data**

In this section, it is important to keep in mind how to interpret the relative amount of data and information collected. Without forgetting the main goal of the scientific research, the dissertation needs to proceed to the decoding, so that maximum substance could be extracted for resolution of the proposed problems. Data could be analyzed as statistical procedures, as the testing of hypotheses. Considering the discussion of the literature, a number of hypotheses, previously stated in the paper, were developed to guide the analysis of the data collected. As mentioned before the impact on memory of the consumers was assumed to be a good a measure of sponsoring brand impact, as it can be directly correlated with consumer changing attitudes towards the brands at issue.

Furthermore, Stata (a complete, integrated statistical software that provides everything needed for data analysis), which is known for sophisticated and accurate analysis software and is available within the university IT center, together with Excel, to select, prepare and organize the collected data, are the chosen and most appropriate method for data analysis. The chosen method comprises data filtering of the relevant data, exposed in a structured and analytical manner. The information collected come, mainly, from third parties and encompass their surveyed reflections, perceptions and conclusions. There is also an extensive bibliographical research for production of theoretical frame based on, and capable of adding knowledge to, the dissertation's theme.

The gathered data will be framed according to the premises adopted by the study, in order to perceive the actual effectiveness of event sponsorship in regards to consumer impact on memory (based on consumers' ability to recall and/or recognize the sponsoring brands).



## 4. RESULTS ANALYSIS (STUDY)

### 4.1. Sample Characteristics

As it was explained earlier, two studies were conducted in order to assess the relative impact of event sponsorship on consumer memory and consequent change in brand attitude. This procedure resulted in 162 (Study 1) and 140 (Study 2) responses, for overall response rates of 56,2% (Study 1) and 71% (Study 2). The two samples included consumers from a variety of backgrounds, namely female, male, average age, nationality Portuguese or others foreigners.

Regarding Study 1, for a total of 91 observations, the sample was composed by 72,5% female, 27,5% male, 94,5% Portuguese, 5,5% foreigners, and average age between 20 and 25 years old, that frequently attend every kinds of events (music festivals, concerts, sporting events and fairs). Whereas, Study 2 consists on a sample of 104 observations where 64,1% were female, 35,9% male, 77,7% Portuguese, 22,3% foreigners, and average age of 26 years old. In this second study it was possible to discriminate the amount of respondents who had attended the cited music festivals in the last twelve months (none, one, two, or all of them). This way information about the frequency at festivals was made clearer, comparatively with Study 1, precisely to validate or even reinforce the results obtained previously. Hereby, it could be discriminated that 54,8% of respondents did not attend any of the festivals in the past twelve months, 25,7% attended one of the festivals, 13,5% attended two, and 5,8% attended all of them. Having half of the sample attending none of the cited festivals in the last twelve months seemed to be a problem. However, considering the likability towards festivals, the sample proved to be representative, since it is majorly composed by the population of interest, people who like and are involved in music festivals (level of likability greater than or equal to 4). Indeed, more than three quarters of the sample presents a level of likability towards festivals equal or above 4, which means that the majority of respondents show high interest and probably are highly involved in this kind of events.

#### 4.1.1. Variables

The data collected in Study 1 turned out to be mainly exploratory given the fact that respondents had the freedom to mention whatever brands came to their minds in regards to the unaided recall question. Having said this, on a first approach, the data was organized and

structured in Excel in order to be later subject to treatment in Stata software, and so that the comparison of results between the first and second studies would become easier. Hereby, the data was encoded into dummy variables (0, 1), where the recall of an actual sponsoring brand (correct recall) was translated into 1, and the recall of a non-sponsor or failure on providing an answer (wrong recall) was translated into 0. The same was done regarding the recognition question (0 if the sponsoring brand was not recognized and 1 if it was). After coding we sum the recognition score of each subject where, subjects that recognized every sponsor brand summed three points and those who did not recognize any had zero points, thus the scale goes discretely from zero to three. With this conversion it could be perceived an average of sponsoring brands recalled, recognized and liked, according to each variable supposed to be tested. Moreover, given the fact that the number of sponsoring brands to be recognized (out of seven, where three were actual sponsors and four were 'control brands') were three, for statistical analysis purposes, a maximum level of three (sponsoring brands) for claim recall was established, even though respondents could recall more than three brands, which is also the maximum level of recall in Study 2.

Furthermore, considering the exploratory dimension of Study 1, it was relevant to exploit the results associated with the measurement of recall by assessing the sponsoring brands recalled by the respondents, i.e., which were the 'top 5' most recalled brands for each festival. This can be significant in understanding whether there are some reasons behind this, for instance an effect of congruence between sponsor and event (brands that in the minds of the consumers make sense to sponsor), which the literature proved to lead to higher recall concerning other types of advertising, or even in terms of ambush marketing. The measurement of recognition, in turn, was processed a bit differently. Considering the recognition averages from each one of the festivals, meaning the average of correctly recognized brands by respondents from a list of potential sponsors (where three were actual sponsors and four were 'control brands'), could provide an understanding of the level of recognition in each festival. Even if in this first study the comparison between the recognition of actual sponsors and the recognition of 'control brands' (confusion) was not fulfilled, the counting of correctly identified sponsoring brands per festival could give an idea of the level of recognition.

Regarding the statistical analysis, Regression analysis was the chosen statistical technique to help estimate the strength and direction of the relationship between the given variables. Meaning, the intention was to ascertain the causal effect of one variable upon

another. Thus, after assembling data on the underlying variables of interest, namely recall, recognition, likability, frequency and others, regression was employed to estimate the quantitative effect of the causal variables upon the variable that they influence. In this case, the main goal was to perceive the causal effect of frequency at events and likability upon recall and recognition, meaning how these variables influence the impact on consumer memory of the sponsoring brands.

Similarly, to what happen with Study 1, the data obtained from Study 2 was subject to organization and structuring in Excel in order to be later subject to treatment in Stata software. Therefore, a similar procedure was followed, encoding the data into dummy variables (0, 1) for recall and recognition. For the recognition variable we presented subjects eight well known brands, where three were sponsors brands. These three brands were sponsors of all of the three festivals that we mention in the experiment. Every recognized sponsoring received the number 1 and 0 for the not recognized ones. After coding we sum the recognition score of each subject where, subjects that recognized every sponsor brand summed three points and those who did not recognize any had zero points. Considering that recognition was a ranking question in this second study, if the sponsoring brands (EDP, Fnac and Red Bull) ranked in the first three places it would be translated into 1 and, if not, into 0.

Again, regarding the statistical analysis, Regression analysis was the chosen statistical technique to help ascertain the causal effect of one variable upon another. Cross tabulation and T-test were also applied in order to compare the relationship between two variables, namely frequency and liking, frequency and recall, and frequency and recognition, and to determine if two sets of data are significantly different from each other, respectively. In this case, T-test was applied to assess if there was a considerable difference between the recognition of actual sponsors and the recognition of ‘control brands’.

## **4.2. Results section: Statistical analysis and main findings**

### **4.2.1. Study 1**

Regarding the exploratory dimension of Study 1, the first step was to organize and structure the data, using Excel. Given the fact that in this study respondents had the freedom to recall up to seven sponsoring brands, here it could be perceived which brands made the greatest impact on consumers’ minds, translated into the most recalled brands. However, the outcomes from this study cannot be seen as exact since these results are extracted from a

sample of 162 observations (56,2% response rate). For more accuracy the sample size of the population that have attended the cited festivals had to be much bigger, reflecting the majority of participants.

Nevertheless, the findings from the counting of recalled brands (including sponsors and non-sponsors), are presented in Table 2. The most recalled brands for the three festivals could be considered comparable in terms of recalling the same sponsoring brands, differing only in terms of percentages (higher in NOS Alive than others). This is not surprising given the fact that two of the cited festivals (MEO Sudoeste and Super Bock Super Rock) share most of its sponsoring brands, however in the case of NOS Alive, which only shares three of the sponsoring brands (EDP, Fnac and Red Bull) with the other festivals, this does not happen because these sponsoring brands are not listed as most recalled brands, excepting for EDP. Considering NOS Alive in particular two of the most recalled brands, namely Caixa Geral de Depósitos (CGD) and Volkswagen, with percentages above the most recalled brands of the two other festivals, meaning that respondents definitely considered these two brands as sponsoring brands, are ‘Control brands’. This clearly refers to ambush marketing, supporting the theory that some brands which are known from sponsoring other events can sometimes benefit from what events can provide to official sponsors without incurring in any costs. Apparently when thinking about NOS Alive almost 30% of the respondents associate CGD and Volkswagen brands to the event, revealing a higher brand awareness for these two brands rather than other official sponsors that were not listed as the most recalled brands.

Table 2. Study 1 – ‘Top 5’ of Most Recalled Brands per Music Festival

	<i>NOS Alive</i>		<i>MEO Sudoeste</i>		<i>Super Bock Super Rock</i>	
1	Heineken	69,20%	Super Bock	22%	EDP	23%
2	Control	45%	EDP	19,80%	Red Bull	11%
3	EDP	35%	CGD	16,50%	Moche	11%
4	CGD	29,70%	Moche	13,20%	CGD	9,90%
5	Volkswagen	26,40%	Red Bull	13,20%	MEO	9,90%

In regards to recognition, the procedure to ascertain how much the sponsoring brands of each music festival were correctly identified was done a bit differently, as it was explained earlier. The findings from the counting of recognized brands (considering only the three sponsoring brands of each music festival) are presented in Table 3. Here it could be perceived

that the majority of respondents could correctly recognize at least one out of the three sponsoring brands, and in NOS Alive particularly there is a high level of recognition, given the fact that most respondents recognize more than two sponsoring brands. A higher level of recognition in NOS Alive might be explained by the lower amount of sponsors present in NOS Alive comparing to the other two music festivals, as it can be seen in Table 1 (Sponsors). A higher amount of sponsoring brands in the same festival might be compared to issues of clutter in marketing communications which can lead to confusion in consumers' minds. This, in turn, can lead to lower effectiveness in sponsorship communication as it can be perceived by the lower levels of recognition in the two more "cluttered" music festivals, in terms of sponsors. However, as it was said before, this results are mainly exploratory which means that they are seen as preliminary and as such can be based on assumptions and not entirely conclusive.

Table 3. Study 1 – Overview Levels of Recognition

		% of Respondents		
		NOS Alive	MEO Sudoeste	Super Bock Super Rock
Recognition	None	9,9%	11%	17,6%
	1	16,5%	49,5%	47,3%
	2	36,3%	27,5%	28,6%
	All	37,4%	12,1%	6,6%
	Average	2	1	1

Taking into account the method chosen for statistical analysis discussed before, Study 1's findings from the correlation between dependent and independent variables are presented in Table 4. Despite the fact that Study 1 is considered to be a preliminary analysis since it, as it was mentioned before, is more of a exploratory research and could not accurately test all the hypotheses alone, some hypotheses could be assessed. According to this study, some factors can be associated with variations in recall and recognition, namely frequency in events and brand likability, along with factors such as age, gender and nationality. Based on the data obtained in this first study and proposed hypotheses, the causal effect of frequency in events (independent variable) upon recall and recognition (dependent variables) could be perceived ( $H_2$ ), as well as sponsoring brand likability (independent variable). Considering the "statistical significance" of the estimated relationships, that is the degree of confidence that the true relationship is close to the estimated relationship, the quantitative effect of the causal variables upon the variable that they influence could be uncovered. In regards to recall, it is

actually affected only by frequency in events ( $C = .289$ ,  $p < .001$ ). In turn, in what concerns recognition, it is affected both by frequency in events ( $C = .17$ ,  $p < .016$ ) and brand likability ( $C = .42$ ,  $p < .000$ ). Regarding other factors such as gender and age, there is no interference ( $p > .05$ ) in variation of both recall or recognition.

Table 4. Study 1 – Regression Coefficients by Correlation of Variables

		Dependent Variable Conditions	
		<i>Recall</i>	<i>Recognition</i>
Independent Variable Conditions	<i>Frequency</i>	<b>.28</b>	<b>.17</b>
	<i>Likability</i>	no sig.*	<b>.42</b>
	<i>Gender</i>	no sig.*	no sig.*
	<i>Age</i>	no sig.*	no sig.*

\* $p > .05$  – no statistical significance

#### 4.2.2. Study 2a and 2b

Study 2a and 2b, as it was already mentioned, came to validate the results obtained in the previous study (Study 1). On the study 2a subjects were required to recall sponsors brands and on study 2b, to recognize them. Our control groups are those who did not attend to music festivals. As we have conducted an experiment where the treatment was self-selected and not randomized, it could be suggested a statistical analyses based on matching. However, we decided not to perform this approach due to our reduced sample and we ran regressions, since we have continuous dependent variables.

#### *Comparison between recognition and recall*

As we have mentioned, a desirable experimental design to compare the effect of music festivals attendance on individual's recall and recognition of sponsors brands should be: for each dependent variable (recall and recognize), the comparison between individuals that attended to the festivals in different times: a) right before, right after and some days/weeks after. These groups should be randomly shared in two conditions, one for the recall and other for the recognition condition. Then we could be able to measure if there was an increase on subjects' brands recognition and recall, separately, before and after the attendance to the festivals, which we are using as treatment. However, it would demand time and resources that we do not have at this moment.

That said, we can preliminary check possible differences between impact of attendance between recall and recognition. On each study 2a and 2b, subjects that had attended at least one of the cited festivals and those who had not attended have no differences in gender ( $P > 0.05$ ) and in age ( $p > 0.05$ ). However, in figure 1 we can see that subjects who attended to more than one festival on the recognition condition recognized, in average, more brands than those in the recall condition ( $M_{\text{recognition}}: 1,82 \times M_{\text{recall}}: 1,33$ ).

In regards to a general view, the percentages of respondents who could recall and recognize none, one, two, or all sponsoring brands could be perceived, presented in Table 5. Here, it can be already perceived that the recall is significantly lower than recognition given the fact that 72,5% could recall, against 96,2% who could recognize, at least one of the sponsoring brands and that the majority of the sample could effectively recognize two sponsoring brands, contrarily to recall. However the intention of this study was to address the impact of frequency at music festivals on consumer memory, namely the ability to recall and recognize sponsoring brands. Therefore, a cross tabulation was conducted relating the frequency at music festivals with the ability to recall and recognize the sponsoring brands, separately. The findings from the correlation of these four variables (recall with frequency and recognition with frequency) are presented in Tables 6 and 7. Here the frequency at this kind of events was divided between no attendance, including respondents who have not attended any of the cited festivals in the last 12 months, and attendance, including the ones who attended one, two or all of them. Regarding the results from the general overview it could be already perceived that the percentages from recognition of sponsoring brands were higher than those of recall. Accordingly when correlated with the frequency at music festivals recognition it seems to be higher for those respondents who attended the festivals, presenting a score of 73,9%, in comparison with recall (37,5%). Which, even if not conclusive, leads to a preliminary support of our hypothesis that recognition of sponsoring brands is higher than recall ( $H_1$ ) and the frequency at music festivals has a positive impact in these variables ( $H_2$ ), but mainly on recognition. A more conclusive experiment, with the desirable design previously mentioned should be conducted to achieve a robust support of our hypothesis.

Table 5. Study 2 – General Overview of Recall and Recognition

	% of Respondents	
	Recall	Recognition
None	27,5%	3,8%
1	29,4%	39,6%

2	<b>29,4%</b>	<b>50,9%</b>
All	13,7%	5,7%
Total	100%	100%

Table 6. Study 2 – Correlation of Frequency and Recognition

	% of Respondents	
	No Attendance	Attendance
Low Recognition*	56,7%	26,1%
High Recognition**	43,3%	<b>73,9%</b>
Total	100%	100%
Total obs (#53)	30	23

\*of none or 1 sponsoring brand \*\*of 2 or all sponsoring brands

Table 7. Study 2 – Correlation of Frequency and Recall

	% of Respondents	
	No Attendance	Attendance
Low Recall*	51,9%	62,5%
High Recall**	48,1%	<b>37,5%</b>
Total	100%	100%
Total obs (#51)	27	24

\*of none or 1 sponsoring brand \*\*of 2 or all sponsoring brands

Moreover, one of the main goals was to measure if there is an impact of attendance on music festivals on recognition and recall of festival's sponsors brands. For recognition we have a 2 (attendance: at least one music festival and did not attend) x 2 (brands: sponsors and not sponsors). We want to check if: a) subjects who attended at least one music festival show higher recognition of sponsors brands than those who did not attend; b) attendance has no impact on subjects' recognition of not sponsors brands.

It was conducted a t-test to ascertain if there was a significant difference between sponsoring brands and 'control brands' comparing the level of recognition of the two groups (study 2b for recognition). The results, presented in figure 1 supports our hypothesis that individuals who attended to a music festival at least once show higher recognition of sponsors brands than those who did not attend.



Figure 1 also shows that attendance, however, had no significant impact on subjects' recall of sponsors' brands (study 2a for recall) , since there is no difference on recall score between those who attend and who did not attend to music festivals.

Additionally, these differences on recognition, as shown on Figure 2, may not be due to alternative explanations, since attendance have had no impact on subjects' recognition of non-sponsors brands, that we have used as control. That said, event sponsorship is positive and even beneficial in increasing brand awareness, showing an impact on consumer memory translated into brand recognition.

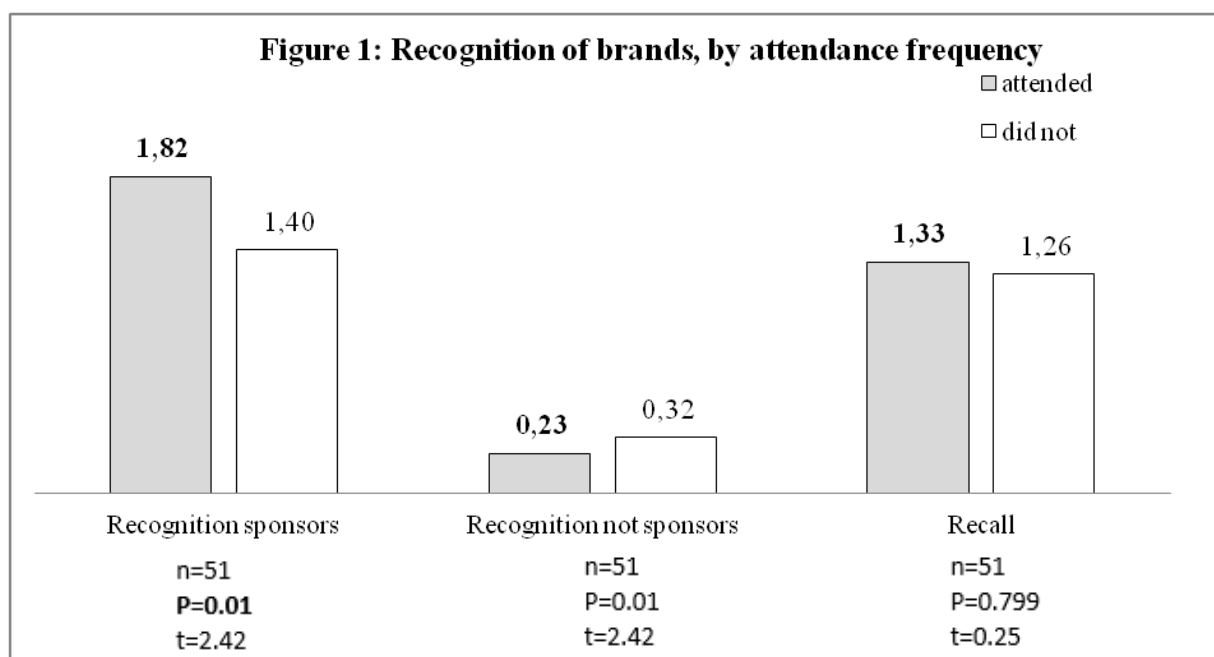


Figure 1. Recognition of Brands, by Attendance Frequency

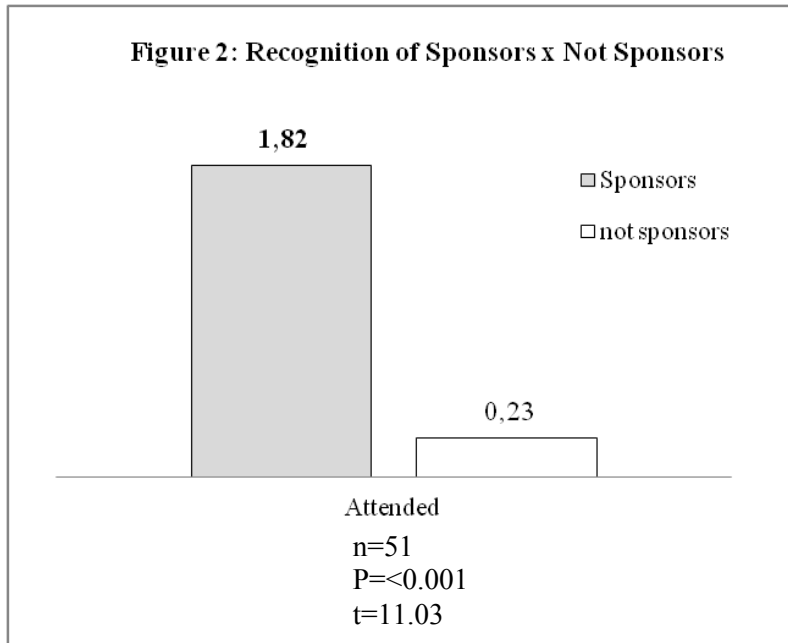


Figure 2. Recognition of Sponsors x Not Sponsors

#### *Frequency, Likability and Familiarity*

As the results support that recognition is affected by attendance ( $H_2$ ), we check if the recognition is affected by the frequency of attendance on music festivals. Additionally, we check if like music festivals also impact on recognition. As we did not find the main effect of attendance to festivals on sponsors recall, we do not expect any impact of frequency or likeability.

Festivals likability and control variables such as gender and age, presented no impact ( $p > .05$ ) on subjects' recognition or recall. However, according to Figure 3, more than just having attended to a music festival or not, the frequency of attendance has significant impact on subjects' recognition but not in recall.

The impact of familiarity and likability in each one of the sponsoring brands, namely EDP, Red Bull and Fnac, could be tested through logit regression, since now the dependent variable was categorical, and the results demonstrated that these two variables have no impact on brand's recognition ( $H_3$ ).

	Recognition			Recall		
	Model 1	Model 2	Model 3	Model 1	Model 2	Model 3
Attendance Frequency	.348** (.155)	.338** (.165)	.400* (.224)	.112 (.298)	.181 (.313)	.352* (.365)
Like Festivals		-0.053 (.270)	.288 (.238)		-0.424 (.542)	-.613 (.606)
Gender (1 = male)			.288 (.247)			.530 (.533)
Age (1= older)			-.016 (.057)			-.005 (.027)
cons	-.948 (.405)	.721 (1.225)	1.04 (1.704)	1.04 (.798)	2.896 (2.504)	2.826 (2.566)
N	23	23	22	24	24	24
F	5.08**	2.44**	1.47	0.14	0.38	0.44
R <sup>2</sup>	0.195	0.196	0.006	0.256	0.03	0.008

\* p<.1, \*\* p<.05, \*\*\* p<.01. Standard Errors in parenthesis

Figure 3. Study 2 – Independent variables' impact in Recall and Recognition

### 4.3. Discussion: Summary of findings

Considering the results obtained and previously described, it is important to note that the combination of both Study 1 and Study 2 contributed to a in-depth analysis of event sponsorship's impact on consumer memory, however given the size of the samples and time constraints these results cannot be perceived as conclusive. Nevertheless, some relevant findings emerged from these studies that came to test the hypotheses proposed earlier in this paper.

The first hypotheses (H<sub>1</sub>), directly related with the impact on consumer memory, posited that recall, which regarding its testing methodology is perceived as being more powerful to measure memory since it requires the consumer to retrieve the name from the memory, would be lower than recognition of the festivals' sponsoring brands. . Even if we do not have the most appropriate experimental design to prove this hypothesis at this moment, regarding the results from the general overview it could be perceived that the percentages from recognition of sponsoring brands were higher than those of recall. However, having in mind the frequency at festivals, considering the respondents who attended the festivals in the last months, recognition was confirmed to be higher for those respondents who attended the

festivals. Moreover, these findings also refer to the positive impact of frequency at music festivals in these variables ( $H_2$ ), but mainly on recognition.

Hereby, the second hypotheses ( $H_2$ ) predicts that higher the frequency, in this case attending more than one festival, the higher the ability to recall and recognize the sponsoring brands. The hypotheses were supported. For instance, Study 1 showed that the causal effect of frequency in events (independent variable) upon recall and recognition (dependent variables) is relevant. In regards to recall ( $C = .289$ ,  $p < .001$ ) and recognition ( $C = .17$ ,  $p < .016$ ), they are actually affected by frequency in events. Further evidence of the frequency variable's impact on recall and recognition is seen in the results of Study 2, however this time the frequency at music festivals appears to have influence only over recognition ( $C = .12$ ,  $p < .003$ ), reinforcing the prediction that greater the frequency, the greater the ability to recognize brands, hence the ability to corroborate prior exposure or experience of the brand from a list of potential brands, indicating consumers' interest in the respective sponsoring brand.

In turn, the third hypotheses ( $H_3$ ) referring to the consumer attitudes towards the sponsoring brands, predicted that subjects who showed higher likability and familiarity towards the brands would present higher ability to recall and recognize that particular brand. The combination of both Study 1 and 2 could not support this hypotheses, given the fact that, particularly in Study 2, likability and familiarity did not seem to influence the capability of respondents to correctly recall and recognize sponsoring brands, revealing no statistical significance ( $p > .05$ ). In Study 1, the results showed a slight significance in likability influencing recognition. However, as Study 2 came to validate the previous one with much more detailed information regarding familiarity and likability towards each one of the common sponsoring brands, namely EDP, Red Bull and Fnac, these variables, according to these specific studies, seem to have no impact on the consumer recall and recognition of these brands.

Furthermore, other findings that are relevant for this dissertation considering confusion in consumers' minds regarding related and unrelated sponsors, supported by the ability of recalling brands which were not involved in sponsoring activities, could be withdrawn from both studies. Given the exploratory dimension in Study 1, and the freedom given to respondents to state whatever brands came to their minds, it was possible to ascertain which were exactly the brands recalled by the respondents, enabling the assessment of which were the five most recalled brands. Here it could be perceived that the five most recalled

brands for each festival, by the respondents who could recall any brands at all, were actually sponsoring brands. With exception for NOS Alive, where two of the most recalled brands, namely Caixa Geral de Depósitos (CGD) and Volkswagen, were listed and considered as sponsoring brands, when they are not. Apparently when thinking about NOS Alive respondents associate CGD and Volkswagen brands to the event, revealing a higher brand awareness for these two brands rather than other official sponsors that were not listed as the most recalled brands. This clearly refers to ambush marketing, supporting the theory that some brands which are known from sponsoring other events can sometimes benefit from what events can provide to official sponsors without incurring in any costs.

When it comes to evaluating recognition, in Study 1 it could be perceived that the majority of respondents could correctly recognize at least one out of the three sponsoring brands, and in NOS Alive case, particularly, there is a high level of recognition, given the fact that most respondents recognize more than two sponsoring brands. It was assumed that this might happen due to the lower amount of sponsors present in NOS Alive comparing to the other two music festivals. Regarding recognition it appears to work contrarily to recall when it comes to ambush marketing, as a higher amount of sponsoring brands in the same festival might be compared to issues of clutter in marketing communications which can lead to confusion in consumers' minds when they are confronted with several brands including actual sponsors and 'control brands'. It becomes harder to distinguish among them if the festivals at issue are more "cluttered" with sponsoring brands. This, in turn, can lead to lower effectiveness in sponsorship communication as it can be perceived by the lower levels of recognition in the two more "cluttered" music festivals, in terms of sponsors.

Still in regards to recognition, Study 2 supported the prediction that recognition of actual sponsors was higher than the recognition of 'control brands'. There was a significant difference between sponsoring brands and 'control brands' comparing the level of recognition of the two groups. The results from this analysis proved that the sponsoring brands were significantly more recognized having a much higher coefficient of recognition ( $M_{\text{sponsor}} = 1.58$ ,  $SD = 0.66$ ) compared to the 'control brands' ( $M = .28$ ,  $SD = 0.13$ ),  $t(104) = 14.01$ ,  $p < 0.001$ , reinforcing the beneficial dimension of event sponsorship on increasing brand awareness, showing an impact on consumer memory translated into brand recognition. Even though this process of perceiving a brand as previously seen is not so much a measure of memory of sponsorship as much as recall, it can measure the effectiveness of event sponsorship in terms of impact on brand awareness.

## **5. MAIN CONCLUSIONS AND FUTURE RESEARCH**

Throughout this dissertation the focus has been on event sponsorship's impact on consumer memory and whether there is a correlation with consumer attitudes toward the brand. Considering event sponsorship, which is now considered an indispensable component in integrated marketing communication to any kind of corporation, has the main goal to reach participants when they might be more receptive to marketing messages and images associated with the event and also give them the possibility to interact personally with the brand, and in some cases with its products. Event sponsorship, known as marketing with events, involves the use of events staged by a third party, independent of the company, to convey the messages aimed at the target group. With such marketing tool companies (brands) can achieve their corporate, marketing and even media objectives, mainly benefiting from increased public awareness, since it enables a direct and interactive contact between the brand and the consumers, which may result in memorable brand experiences. As such, in this paper, three Portuguese music festivals staged by different companies but encompassing several other companies as sponsors, were the basis for the two different studies conducted in order to assess the impact of event sponsorship on consumer memory.

Considering both studies, the primary goal was to assess the effectiveness of event sponsorship in regards to Brand awareness, which its enhancement is one of event marketing's primary objectives, measuring the accessibility of the brand in memory and as such it subsequently can be measured through brand recall and/or brand recognition. Recapitulating, Brand recall reflects the ability of consumers to retrieve the brand from memory, in this specific case regarding music festivals, when given the cue of the festival it was supposedly sponsoring. Brand recognition, in turn, is often used for evaluation of effectiveness of a specific branding campaign. In this case specifically refers to the effectiveness of sponsorship as a marketing tool in creating brand awareness. Thus, brand recognition, reflects the ability of consumers to confirm previous exposure to the brand, i.e., recognize that it is a brand that they have seen before and not a brand that they are seeing for the first time. However in this case respondents have to associate the memory of seeing this brand considering specific music festivals. In this recognition task, respondents were exposed to a stimulus, the sponsoring brand's logo among other logos of 'control brands', and subsequently prove if they have seen the brands in the cited music festivals. Accordingly, the

consumers' ability to recall sponsoring brands depends on the sponsor's degree of involvement, the level of prior consumer knowledge about the sponsor and the consumers' interest in the involved activities.

Consumer aided and unaided recall tests were conducted after the three cited music festivals in an attempt to quantify the effectiveness of event sponsorship in terms of its impact on consumer memory, translated into the capacity to recall official and non-official sponsors. The findings of this study imply that respondents show higher ability to recall and recognize brands when their frequency at this kind of events is higher. Consumer attitudes towards the brand, namely familiarity and likability, show little correlation with consumers' ability to effectively identify the brands present in such events, which is surprising since, as the literature clearly stipulates, the consumers' ability to recall sponsoring brands depends in the sponsor's degree of involvement, the level of prior consumer knowledge about the sponsor and the consumers' interest in the involved activities. But considering that the sample size was not wide enough to actually prove some of these findings, further research is required to verify the validity of these preliminary results.

However, as it was mentioned earlier, the extent to which the exposure to sponsoring brands is successful is perceived by whether a consumer would be able to recall, recognize and subsequently discriminate the brand properly at a later stage, and this was exactly what this paper could ascertain regarding the three Portuguese music festivals. These findings feature a preliminary confirmation of the effectiveness of event sponsorship, showing how successful it is for companies to have their brands sponsoring such events in regards to increasing brand awareness, given the fact that most respondents were able to correctly identify sponsoring brands.

In brief, the most relevant conclusion of this dissertation is the suggestion, based on the discriminated findings, that there may be some worth in engaging in sponsorship as part of a brand's marketing mix and communication strategy, and that the recent high investment in such promotional tool have its valuable benefits regarding above all the enhancement of brand awareness reflected on consumers ability to effectively identify official sponsors among several other brands.

### **5.1. Managerial Implications**

In order to achieve a more meaningful, applied understanding of this emerging promotional tool and channel, in the future it would be imperative to consider management and evaluation issues simultaneously, so that in particular brand managers could achieve greatest benefit from sponsorship.

Event marketing is directly connected to both Event Management and Strategic Marketing (managerial realities). This research can support the decisions of both event managers and brand managers or marketers in regards to whether they should consider using sponsorship as a promotional tool or even integrating it as a part of the strategy and marketing mix. Sponsorship's main goal is not only to reach a broader audience, but essentially to take advantage of what an event can offer, such as an experience, opportunity direct interaction and engagement with its target consumer, in order to leverage brand awareness, image, favorable attitudes towards the sponsor and even achieve future purchases. This study's findings imply that the variable that shows greatest impact in consumer memory is frequency at events, meaning the more times consumers are exposed to the brands, the higher would be the ability to correctly recall sponsoring brands, which lead to the conclusion that it is beneficial for a brand to sponsor more than one event, however to avoid the confusion in consumers' minds the sponsored events must be similar (some kind of event).

Thus, the main findings of this paper support the corporations' strategic decisions, particularly when developing a strategic marketing plan regarding its participation as sponsoring brands in particular events. Given the fact that the study fulfilled its main purpose of assessing the veracity of the theory that event marketing comes as a support for corporate objectives, namely the improvement of brand awareness, it subsequently recommends it as a favorable promotional tool. In this paper, specifically, event sponsorship proves its effectiveness towards desirable marketing outcomes, giving a purpose to the rising costs associated with sponsorship.

The research results of brand recall and recognition also addressed another problem that, especially marketers, have to be aware of, which is the confusion in consumers' minds regarding related and unrelated sponsors. In fact, this is supported by the ability of recalling brands which were not involved in sponsoring activities, which has serious implications for both marketers and sponsors as the effectiveness of sponsorship as a marketing communication tool becomes questionable, representing a great disadvantage toward



sponsorship, as ambush marketers can effectively use the confusion in consumers' minds to market their brands. The findings regarding this issue imply that official sponsors are actually more recalled in comparison to those 'control brands', however there are always brands that can take advantage from event marketing without incurring in any costs, which proves to be unfair, detrimental and unprofitable to official sponsors who get upstaged.

## **5.2. Limitations of the study**

The limitations of the study relate, in some way, to the boundaries and constraints perceived during the completion of this project. There are no methodologies that can encompass every aspect subject to research or procedures considered ideal. This dissertation's unreliability is mainly due to the shortcomings that might have emerged from the methodology applied.

Survey research was the methodology that proved to be the most appropriate regarding the advantages stated earlier in this paper. However, in regards to quantitative research the sample must be composed by a large number of representative cases, meaning that larger the sample more accurate would be the results obtained from it. In both studies the sample sizes were restricted to approximately 100 respondents each, which represents a sampling error of  $\pm 10\%$ . Having said this, it is not wise to generalize these findings to a whole population who participates in festivals, in particular, the three cited music festivals in this dissertation, and as such must be treated with caution. To be able to generalize the results encompassing other sponsorship situations, future studies concerning other music festivals or even other type of mega events should be conducted.

A further limitation of the study, again concerning both samples, was the use of convenience sampling technique, by selecting people who were available and were easy to access, in this case specifically via Facebook. For this reason, samples failed to represent the population as whole, encompassing a great amount of people (half of the sample in Study 2) who have not attended any of the cited festivals in the past twelve months.

As it was already mentioned earlier in this paper, the main limitation of this paper was the failure to adopt the most desirable experimental design for our hypothesis. This would be, for each dependent variable (recall and recognize), the comparison between individuals that attended to the festivals in different times: a) right before, right after and some days/weeks

after. These groups should be randomly shared in two conditions, one for the recall and other for the recognition condition. Then we could be able to measure if there was an increase on subjects' brands recognition and recall, separately, before and after the attendance to the festivals, which we are using as treatment. However, it would demand time and resources that we do not have at this moment. Moreover, since we have used a natural treatment (attendance to music festivals) and we could not randomly select individuals for the treated and the untreated groups, we cannot rule out other possible alternative explanations for the results. For instance, individuals who attend to music festivals may visit more music related websites and, maybe their recall and recognition are more impacted by exposure to the websites sponsors' brands than music festivals sponsors – if they are the same brands.

Due to time constraints this study also failed to address other factors that, as the literature extensively mentions, can have a great impact on consumer memory, which is the case of congruency between event and sponsor that is more likely to add value to the sponsoring brand. However, in order to assess more variables it would imperative to conduct more studies specifically addressing each variable to obtain more accurate results. Nevertheless, it is important to note that the cited limitations which emerged from this research can be elaborated and eliminated in future research.

### **5.3. Future research**

Regarding the limitations mentioned previously, future research should consider our most desirable experimental design, considering pre and post-event testing methodologies and also examine more deeply other factors that could influence the impact on consumer memory such as fan involvement and emotional attachment towards both the event and subsequently the brand. And in this line of thought, exploit the process of image transfer from the event to the sponsor, considering that associative memory is highly related to this matter. Issues related to brand image and positive associations fostered by events should also be taken into consideration in future papers.

Researchers should also examine how the attitudes toward the brand, namely likability and familiarity, affect the ease with which consumers can recall and recognize the brands they were supposedly exposed to during events in detail, focusing a single study to assess these variables based on the testes made for commercials and/or print ads. Considering the studies

conducted in this dissertation, findings implied that consumers showed little ease to recall they liked the most and were more familiar with, which was rather surprising. Regarding this issue, further research should be conducting to ascertain if consumers might recall the brands that make more sense, i.e. fit the best with event, disregarding the likability and familiarity. Having said that, it proves to be important to conduct further research concerning congruence and brand extension theory in regards to sponsorship and corporate alignment strategies with an event. And also exploit issues relating to relevance and expectancy in ascertaining “congruence and fit”.

Furthermore, researchers should consider assessing the impact of sponsorship using category prompt, since this may provide a more accurate and meaningful indication of sponsorship’s effectiveness, as well as its impact on consumer attitudes towards the brand. As well as the use of brand or company name as the cue and then asking about events it sponsors.

## 6. APPENDIX (Research Tools)

### 6.1. Study 1

Survey 1 for assessment of impact on consumer memory (Brand Recall and Brand Recognition) and liking.

Q12 Thank you in advance for your participation in this study. This project is part of my master's dissertation, so your responses will be highly appreciated and will be extremely helpful. The purpose of this study is to try to understand people's preferences/reactions to festivals/events. The survey should only take 5 minutes. Your responses are voluntary and will be confidential. I really appreciate your input! Thank you! Please click 'Next' to begin.

Q1 Gender

- ☐ Male (1)
- ☐ Female (2)

Q2 Age Group

- ☐ 14 - 19 (1)
- ☐ 20 - 25 (2)
- ☐ 26 - 31 (3)
- ☐ 32 - 40 (4)
- ☐ 41 - 50 (5)
- ☐ > 50 (6)

Q3 Nationality

- ☐ Portuguese (1)
- ☐ French (2)
- ☐ German (3)
- ☐ Spanish (4)
- ☐ Italian (5)
- ☐ Other (6)

Q4 Regarding your attitudes towards events/festivals. How often to you go to festivals/events?

	Never (1)	Occasionally (2)	Frequently (3)	Every year (4)
Music Festivals (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concerts (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting Events (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fairs (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 Now, thinking about NOS Alive specifically, what brands come to mind regarding its sponsoring brands? Name them below. If you can't remember, type "I don't know".

- Sponsoring Brand 1 (1)
- Sponsoring Brand 2 (2)
- Sponsoring Brand 3 (3)
- Sponsoring Brand 4 (4)
- Sponsoring Brand 5 (5)
- Sponsoring Brand 6 (6)
- Sponsoring Brand 7 (7)

Q7 Now, thinking about MEO Sudoeste specifically, what brands come to mind regarding its sponsoring brands? Name them below. If you can't remember, type "I don't know".

- Sponsoring Brand 1 (1)
- Sponsoring Brand 2 (2)
- Sponsoring Brand 3 (3)
- Sponsoring Brand 4 (4)
- Sponsoring Brand 5 (5)
- Sponsoring Brand 6 (6)
- Sponsoring Brand 7 (7)

Q10 Now, thinking about SuperBock SuperRock specifically, what brands come to mind regarding its sponsoring brands? Name them below. If you can't remember, type "I don't know".

- Sponsoring Brand 1 (1)
- Sponsoring Brand 2 (2)
- Sponsoring Brand 3 (3)
- Sponsoring Brand 4 (4)
- Sponsoring Brand 5 (5)
- Sponsoring Brand 6 (6)
- Sponsoring Brand 7 (7)

Q6 Again, thinking about NOS Alive, which of the following brands were present at the event? (Select the brands you recognize from sponsoring NOS Alive)

- ☐ Image:Control logo (1)
- ☐ Image:Axe v2 (2)
- ☐ Image:Edp3 (3)
- ☐ Image:Ctt (4)
- ☐ Image:Detail lbitzynzakm0pchlqsx9fra8wmhfdo (5)
- ☐ Image:120.pos (6)
- ☐ Image:L8ygfuh (7)

Q9 Again, thinking about MEO Sudoeste, which of the following brands were present at the event? (Select the brands you recognize from sponsoring MEO Sudoeste)

- ☐ Image:Cgd 4 (1)
- ☐ Image:L8ygfuh (2)
- ☐ Image:Control logo (3)
- ☐ Image:Sb (4)
- ☐ Image:Official vw das auto logo (5)
- ☐ Image:Fm logo (6)
- ☐ Image:Nestle chocolates (7)

Q11 Again, thinking about SuperBock SuperRock, which of the following brands were present at the event? (Select the brands you recognize from sponsoring SuperBock SuperRock)

- ☐ Image:Santander logo 7626 north 537x white (1)
- ☐ Image:Preview teka (2)
- ☐ Image:Red bull logo 3 (3)
- ☐ Image:120.pos (4)
- ☐ Image:Lg logo (5)
- ☐ Image:03moche (6)
- ☐ Image:Logo heineken (7)

Q12 How much do you like the brands present on the previously mentioned events/festivals? Please indicate to what extend you like each one of these brands

	Not at All (1)	Not Really (2)	Undecided (3)	Somewhat (4)	Very Much (5)
Image:Red bull logo 3 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image:Control logo (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Image:Lg logo (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image:Sb (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image:L8ygfuh (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image:Cgd 4 (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image:03moche (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image:Edp3 (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 6.2. Study 2

Survey 2 for assessment of impact on consumer memory (Brand Recall and Brand Recognition), familiarity and liking.

Q12 Thank you in advance for your participation in this study. This project is part of my master's dissertation, so your responses will be highly appreciated and will be extremely helpful. The purpose of this study is to try to understand people's decision making. The survey should take less than 5 minutes. Your responses are voluntary and will be confidential, used for academic purposes only. I really appreciate if you take the time to do it until the end, however you should feel free to leave the survey whenever you wish! Thank you! Please click 'Next' to begin.

Q13 Portugal hosts some Music Festivals that are comonly sponsored by Brands. Considering the three Music Festivals presented below, how many of them have you attended on the last 12 months ?

	None (1)	1 (2)	2 (3)	All of them (4)
NOS Alive, MEO Sudoeste and Super Bock Super Rock (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4 In general, how much do you like Music Festivals?

- ☐ 1 (1)
- ☐ 2 (2)
- ☐ 3 (3)
- ☐ 4 (4)
- ☐ 5 (5)

Q5 Any Music Festival's sponsoring brands come to your mind right now? (Do not consider the naming sponsors: NOS, MEO and Super Bock) If no more brands come to mind, just write the number 0.

Sponsoring Brand 1 (1)

Sponsoring Brand 2 (2)

Sponsoring Brand 3 (3)

Q6 Please rank, which of these brands first come to your mind right now? Considering 1 for the brand that first comes to your mind.

\_\_\_\_\_ Image:Edp3 (1)

\_\_\_\_\_ Image:Official vw das auto logo (2)

\_\_\_\_\_ Image:L8ygfuh (3)

\_\_\_\_\_ Image:Santander logo 7626 north 537x white (4)

\_\_\_\_\_ Image:Nestle chocolates (5)

\_\_\_\_\_ Image:Red bull logo 3 (6)

\_\_\_\_\_ Image:Fm logo (7)

\_\_\_\_\_ Image:Samsung logo svg (8)

Q18 Considering the brand Red Bull, how much do you agree with the following statements? (Where 0 = strongly disagree and 5 = strongly agree)

\_\_\_\_\_ I feel very familiar with the brand (1)

\_\_\_\_\_ I feel very experienced with the brand (2)

\_\_\_\_\_ I know the product[s] of the brand (3)

Q19 Considering the brand Fnac, how much do you agree with following statements? (Where 0 = strongly disagree and 5 = strongly agree)

\_\_\_\_\_ I feel very familiar with the brand (1)

\_\_\_\_\_ I feel very experienced with the brand (2)

\_\_\_\_\_ I know the product[s] of the brand (3)

Q20 Considering the brand EDP, how much do you agree with following statements? (Where 0 = strongly disagree and 5 = strongly agree)

\_\_\_\_\_ I feel very familiar with the brand (1)

\_\_\_\_\_ I feel very experienced with the brand (2)

\_\_\_\_\_ I know the product[s] of the brand (3)

Q12 How much do you like these brands?

	Not at All (1)	Not Really (2)	Undecided (3)	Somewhat (4)	Very Much (5)
Image:Red bull logo 3 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Image:L8ygfuh (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image:Edp3 (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1 Gender

- ☐ Male (1)  
☐ Female (2)

Q2 Age

\_\_\_\_\_ 0-100 (1)

Q3 Nationality

- ☐ Portuguese (1)  
☐ Other (2) \_\_\_\_\_

Q15 THANK YOU FOR COMPLETING THIS SURVEY! Thank you for taking time out to participate in this survey. I truly value the information you have provided. Your responses are vital in helping conclude my Master's Dissertation. If you are willing, please enter your email address for future research purposes and also for a chance to win a 20€ SONAE Gift Card "Cartões Dá".

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